**SYLLABUS MKT 311**

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| **MKT 311 CONSUMER BEHAVIOR**  **ASSOCIATED PROFESSOR: ELENICA PJERO** |
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**MKT 311 Consumer behavior**

*Credits 7*

*Structure 3 /2*

*Academic year 2020-2021*

**Course description**

The module "Consumer Behavior" gives the most advanced model to understand consumer decision making, which serves for the success of businesses in the market economy. It focuses on "Why" and "How" consumers make specific decisions, what motivates them, what makes them often loyal to particular products and services. The course program is conceived as an investigation into how certain products affect or not our lives. It aims to equip students with knowledge of how possessions affect the way we feel about ourselves and each other, especially in the powerful presence of social media and the digital age. According to this conception method, the course program also includes knowledge that reflects the main marketing trends and changes that affect the study of consumer behavior. Since we are all consumers, many of the topics are of professional and personal importance to students, making it easier to apply them outside the auditorium.

**Course description:**

CHAPTER I : Buying, Having, and Being: An Introduction to Consumer Behavior

CHAPTER II : Consumer and Social Well-Being

CHAPTER III : Perception

CHAPTER IV : Learning and Memory

CHAPTER V :  Motivation and Affect

CHAPTER VI : Personality, Lifestyle, and Values

CHAPTER VII : Attitudes and Persuasive Communication

CHAPTER VIII : Decision Making

CHAPTER IX : Buying, Using and Disposing

CHAPTER X : Groups and Social Media

CHAPTER XI :  Income and Social Class

CHAPTER XII : Subcultures

CHAPTER XIII : Culture

CHAPTER XIV : Customer organizational behavior

CHAPTER XV : Marketing regulation and consumer behavior

**LITERATURE:**

* Consumer Behavior: Buying, Having, and Being, [Michael R. Solomon](https://www.amazon.com/Michael-R.-Solomon/e/B001IGOM2M/ref=dp_byline_cont_book_1) (Author), Publisher: Pearson; 11 edition (February 13, 2016)
* Consumer Behavior: Building marketing strategy’, [David L Mothersbaugh Associate Professor of Marketing](https://www.amazon.com/s/ref=dp_byline_sr_book_1?ie=UTF8&text=David+L+Mothersbaugh+Associate+Professor+of+Marketing&search-alias=books&field-author=David+L+Mothersbaugh+Associate+Professor+of+Marketing&sort=relevancerank) (Author), [Delbert I Hawkins Dr](https://www.amazon.com/s/ref=dp_byline_sr_book_2?ie=UTF8&text=Delbert+I+Hawkins+Dr&search-alias=books&field-author=Delbert+I+Hawkins+Dr&sort=relevancerank) (Author), Publisher: McGrawHill Education; 13 edition, (2016)

*Support Literature:*

Meanwhile, all the students must work with case studies, articles, or different papers which will be delivered at class during the semester.

**Course format:**

The course will be assessed on the basis of two partial exams, assignments and a final exam. Points received will be cumulative. **There will not be a replicatment of exams , for any reason**. If you will miss an exam without a major reason,then you will lose the points of that exam. You will be notified for each exam by the instuctor before it takes place.

**Participation** **Policy:**

Participation in class is mandatory. Attendance is required; your help in acquiring the course materials. Participation also helps you in the exam, as most of the material discussed in class will be included in the exam .

**Lectures:**

Course lectures are based on chapters explained below. I will follow the chapters of the book required for this course as much as possible, but in some cases, in class ,there will be included theories of problems that do not part of the book used. You are responsible for the material discussed in class. Exams will be based on these materials. Thus , it is in your interest not to miss school hours .

**Communication :**

If you have any problems or questions, please send email with the subject **"MKT 311**".Calls to my personal number or landline phones are not appropriate: please do not use them . Enter the subject “**MKT 311**" Urgent " if your problem is urgent and cannot wait . Do not send emails relating to the course without the subject: **MKT 311**. Before you ask a question, make sure that the information you need is not in the official website of UV. Please do not direct questions about the course content; such questions I prefer to answer in the auditorium in the presence of the class.

**Email**: Each student is required to regularly check e-mail. Many tasks and notifications will be made only through email.

**Code honesty:**

You are not permitted to work in groups for your homework, as they are individual. Furthermore, cheating in exams is prohibited and will be punished.

In the final exam, will attend all those students who do not have obilgations at the seminars. Mobile phones must be switched off in class.

**Assessment :**

First Midterm Exam 30%

Participation, different projects, 10 %

groups assignments, ect

Final Exam 60 %

**S = Total 100%**

**Grades will be calculated as follows :**

S ≥ 90% =10

80 ≤ S < 89% = 9

70 ≤ S <79% = 8

60 ≤ S < 69% = 7

50 ≤ S < 59% = 6

40 ≤ S < 49% = 5

S < 40% = 4