

FORM: Syllabus
Course description

General information		
Course Holder	Linda Martić Kuran, senior lecturer	
Course title	Consumer behaviour	
Study programme	Commercial Business with Entrepreneurship	
Course status	Mandatory	
Year	2	
Evaluation in ECTS credits and forms of class conducting	ECTS coefficient of student workload	6
	Number of classes (L+P+S)	30+15+15

1. COURSE DESCRIPTION		
1.1. Course objectives		
<p>Basic objectives of the lecturers "Consumer behavior" are:</p> <ul style="list-style-type: none"> - to familiarize students with the concept and importance of consumer behavior, - to understand and assess the importance of consumer behavioral analysis, - to acquire knowledge from the market: both. - to identify the factors influencing consumer behavior, - to explain the processes of a consumer's basic goal - to satisfy the actual needs, - to acquire knowledge about consumer behavior patterns, - to make the useful base for creating marketing strategies. 		
1.2. Terms for enrollment		
Prescribed by the Statute of the Polytechnic Marko Marulić in Knin.		
1.3. Expected learning outcomes related to the course		
<p>After passing the exam, it is expected that the student will be able to:</p> <ul style="list-style-type: none"> - Properly interpret the term consumer behavior, - Define the role of consumers in the market (distinguish final and organizational consumption markets), - Critically explain the role of consumer behavior as an essential element of the marketing process, - Classify and compare different tools and models of consumer research, - Define factors influencing consumer behavior and describe their impact on making purchasing decisions, - Analyze the social factors that determine consumer behavior as well as the marketing implications of such impacts, - Analyze personal factors that determine consumer behavior as well as marketing implications of such impacts, - Analyze the psychological factors that determine consumer behavior as well as the marketing implications of such influences, - Interpret the ways of consumer behavior by implementing acquired knowledge on concrete examples, - Assess consumer behavior in individual phases of purchasing decision making. 		
1.4. Course content		
<ol style="list-style-type: none"> 1. Introduction to Consumer Behavior / Consumer Behavior Research / Market Segmentation 2. Social Factors 3. Personal Factors 4. Psychological factors 5. The process of making a purchase decision 6. Organizational Buyer Behavior 7. Other areas of consumer behavior 		
1.5. Forms of class conducting	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and	<input checked="" type="checkbox"/> independent work <input checked="" type="checkbox"/> multimedia and the

		workshops <input checked="" type="checkbox"/> practice <input type="checkbox"/> e-learning <input checked="" type="checkbox"/> field learning		network <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> mentor work <input type="checkbox"/> other		
1.6. Comments						
1.7. Student obligations Regular attendance of lectures and practice, tasks, colloquiums, exam preparation, exams						
Students are obligatory to attend lectures and exercises at least 50% (for not mandatory students) or 70% (for mandatory students). Besides the attendance of classes, active participation in the teaching also presupposes the group tasks presentations, participation in practical exercises and discussions, and the preparation of homework assignments.						
1.8. Student evaluation method ¹						
Attendance		Class activity	1,2	Seminar paper	1,2	Experimental work
Written exam	1,8	Oral exam		Essay		Research
Project				Report		Practical work
Portfolio			1,8			
1.9. Evaluation of the students' work during classes and in the final exam						
The student is required to pass two knowledge tests (colloquia) from the content of lectures and exercises. The condition for joining the second colloquium is the positively assessed first colloquium. Each colloquy needs to answer exactly 50% of the questions. (1) 0 - 49%, sufficient (2) 50 - 62%, good (3) 63 - 75%, very good (4) 76 - 88% , excellent (5) 89 - 100%. Total achieved points in two quarters are recognized as points achieved on the final written exam. Students who successfully solve both classes through teaching activities, submit a project work (group or individual, if desired) and present oral work, the exam is deemed to be passed and a grade will be offered in the course. If a student does not meet the qualifications, he or she is required to take the final exam in writing. If a student achieved a total score between two positive grades (eg between 2 and 3), attending classes 80% and above and participating in teaching activities, the higher grade will be concluded. Students attending classes less than 80% for higher grades may be eligible if they wish. Students who want a higher overall rating need to re-enter the final exam in writing						
1.10. Compulsory reading (at the time of application of the study program proposal)						
<ol style="list-style-type: none"> Kesić, T. (2006). Ponašanje potrošača, 2. izmijenjeno i dopunjeno izdanje, Opinio, Zagreb. Schiffman, L. G. i Kanuk, L. L. (2004). Ponašanje potrošača, Mate, Zagreb, 2004. Lectures materials (independently formatted / prepared business cases and tasks by teachers) Kesić, T. (1999). Ponašanje potrošača, Adeco, Zagreb. Grbac, B., Lončarić, D. (2010). Ponašanje potrošača na tržištu krajnje i poslovne potrošnje, Ekonomski fakultet Sveučilišta u Rijeci, Rijeka, 2010. Mihić, M. (2010). Kroskulturno ponašanje potrošača i marketinška komunikacija, Ekonomski fakultet u Splitu. 						
1.11. Additional reading (at the time of application of the study program proposal)						
<ol style="list-style-type: none"> Kotler, P., Upravljanje marketingom, deveto izdanje, Mate, Zagreb Underhill, P., Zašto kupujemo - Znanost kupnje, Latituda, Zagreb, 2006. Godin, S., Svi marketinški stručnjaci su lažljivci, Naklada Ljevak, Zagreb, 2006. Levitt, S.D., Dubner S.J., Frikonomija, Štanek, Varaždin, 2005. Claes Fornell (2007). The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference, St. Martin's Press. Grbac, B. i Meler, M. (2007). Znanje o potrošačima : odrednica stvaranja konkurentske prednosti, Ministarstvo gospodarstva, rada i poduzetništva, Zagreb. Zakon o zaštiti potrošača (NN 41/2014) <ol style="list-style-type: none"> (https://narodne-novine.nn.hr/clanci/sluzbeni/2014_03_41_723.html) Članci na: <ul style="list-style-type: none"> www.emeraldinsight.com www.sciencedirect.com www.researchgate.net 						

¹IMPORTANT: Each Student Evaluation Method should be followed by a corresponding share in the ECTS credits for each activity so that the total number of ECTS points corresponds to the credit score of the subject. You can use blank fields for additional activities.

Vijesti na: <ul style="list-style-type: none"> • www.jatrgovac.com • www.poslovni.hr • http://potrosac.mingo.hr/hr/potrosac 		
1.12. Number of copies of the compulsory reading units compared to the number of students currently attending the course		
Title	Number of copies	Number of students
Kesić, T. (2006). Ponašanje potrošača, 2. izmijenjeno i dopunjeno izdanje, Opinio, Zagreb.		Library 11
Schiffman, L. G. i Kanuk, L. L. (2004). Ponašanje potrošača, Mate, Zagreb, 2004.		Library 11
Kesić, T. (1999). Ponašanje potrošača, Adeco, Zagreb.		Library 11
Grbac, B., Lončarić, D. (2010). Ponašanje potrošača na tržištu krajnje i poslovne potrošnje, Ekonomski fakultet Sveučilišta u Rijeci, Rijeka, 2010.		Library 11
Mihić, M. (2010). Kroskulturalno ponašanje potrošača i marketinška komunikacija, Ekonomski fakultet u Splitu.		Teacher 11
Kotler, P., Upravljanje marketingom, deveto izdanje, Mate, Zagreb		Library 11
Underhill, P., Zašto kupujemo - Znanost kupnje, Latituda, Zagreb, 2006.		Teacher 11
Godin, S., Svi marketinški stručnjaci su lažljivci, Naklada Ljevak, Zagreb, 2006.		Library 11
Levitt, S.D., Dubner S.J., Frikonomija, Stanek, Varaždin, 2005.		Teacher 11
Claes Fornell (2007). The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference, St. Martin's Press.		Teacher 11
Grbac, B. i Meler, M. (2007). Znanje o potrošačima: odrednica stvaranja konkurentne prednosti, Ministarstvo gospodarstva, rada i poduzetništva, Zagreb.		Teacher 11
Kotler, P. (2006). Kotler o marketingu - kako stvoriti, osvojiti i gospodariti tržištima. Masmedia, Zagreb.		Teacher 11
1.13. Quality assurance methods that ensure the acquisition of knowledge, skills and competencies		
Continued monitoring of students' progress during lectures and exercises. During the course, students are introduced to potential issues related to subject matter, and their creativity and independent work are encouraged. Continuing the implementation of the exam or exam examines the success of the students. At the end of the semester, the evaluation of the teachers and the course by students (student surveys) is carried out. Teacher feedback is used to improve the quality of teaching. Information on the learning outcomes achieved is used to draw self-evaluation of the teacher and, if necessary, to modify and / or amend the study program of subjects, methods of work and assessment of students.		