

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Consumer Behavior			
2.	Code	MKT 220			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022 – 2023 / Second year / third semester (winter semester)	7.	Number of ECTS credits	7,5
8.	Professor	Prof. Snezana Ristevska-Jovanovska, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): After completing the course students should be able to: <ul style="list-style-type: none"> Identify the various aspects and factors that influence consumer behavior through analysis of the exposed material. Properly interpret the stages in the buying decision-making process when developing a marketing strategy. Be familiar with EU domestic and EU legislation in the field of consumer protection through material analysis and other relevant literature. 				
11.	Course content: The purpose of the course is to help students understand the meaning, essence and functioning of consumer behavior. This matter in the theory of marketing belongs to the domain of the most subtle questions, because of particular importance for any business entity is the knowledge of consumer behavior aspects that are especially expressed through the individuality of the person in the buying decision-making process, as well as the inability to perceive the internal motives and psychological elements, which in a certain way have an impact on the character of the decision. <ol style="list-style-type: none"> Consumer behavior and marketing Types of consumers and needs recognition Research methods for analyzing consumer behavior Psychological factors of consumption Sociological factors of consumption Preliminary evaluation and purchase Consumption, post-purchase behavior and divestment 				
12.	Learning methods: Lectures with presentations, interactive lectures, teamwork, guest lecturer, case studies, preparation and presentation of a project assignment.				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60 + 30 + 30 + 15 + 90 = 225 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	60 classes	
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	30 classes	
16.	Other types of activities	16.1.	Seminar paper / project / research (presentation: written and oral)	30 classes	
		16.2.	Individual assignments	15 classes	
		16.3.	Home-study	90 classes	
17.	Grading method 60+30+10 = 100 points				
	17.1.	Tests	60 points		
	17.2.	Seminar paper / project (presentation: written and oral), laboratory exercises	30 points		
	17.3.	Activity and participation	10 points		
18.	Grading scale	Less than 50 points		5 (five) (F)	
		From 51 to 60 points		6 (six) (E)	

		From 61 to 70 points	7 (seven) (D)		
		From 71 to 80 points	8 (eight) (C)		
		From 81 to 90 points	9 (nine) (B)		
		From 91 to 100 points	10 (ten) (A)		
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16			
20.	Language	Macedonian (or English)			
21.	Evaluation method	Internal evaluation and survey			
22.	Literature				
	Compulsory literature				
	No.	Author	Title	Publisher	Year
22.1.	1.	Снежана Ристевска-Јовановска	Однесување на потрошувачите	Скопје	2013
	2.	Blackwell, R.D., Miniard, P.W., Engel, J.F.	Однесување на потрошувачите	South-Western College Pub (превод од Влада, Скопје: Табернакул)	2005
	Additional literature				
	No.	Author	Title	Publisher	Year
22.2.	1.	Снежана Ристевска-Јовановска, Бошко Јаковски	Однесување на потрошувачите	Економски факултет-Скопје	2004
	2.	Shiffman, L.G., Kanuk, L.L.	Consumer Behavior	Prentice Hall	2007