## **Consumer behavior**

		Second Cycl	e Studies	s Course Pro	gramme	9				
1.	Course Title Consumer Behavior									
2.	Code		МКТ 5	МКТ 542						
3.	Study programme		Marketing							
4.	Organizer of the study	Ss. Cyr	Ss. Cyril and Methodius University in Skopje							
	(university unit i.e. institute, chair,		Faculty of Economics- Skopje							
	department)	Chair of Marketing								
5.	Level (first, second, thi	rd cycle)	Second Cycle Studies							
6.	Academic year / semes	2022-2023/ second 7 Number of ECTS 6								
		(summe	er)		credits					
8.	Professor	Prof. Snezana Ristevska-Jovanovsa, PhD								
9.	Preconditions for enrol	Comple	eted first cycle	e of stud	ies with obtained r	ninimum of 240				
		credits								
10.	Course Competencies a	and Student Learni	tives:							
	1. Knowledge of the aspects and factors that influence consumer behavior									
	2. Proper use of consumer behavior research results									
	3. Understanding the stages of the buying decision-making process									
	4. Knowing consumer rights									
		on to consumerism	n as a mo	vement for co	onsumer	protection				
11.	Course content:									
		1. Basic concepts of consumer behavior								
		2. Theories and models for explaining consumer behavior								
		ods for studying c								
	• •	determinants of co								
		eterminants of cor								
		6. Economic determinants of consumer behavior								
	<ol> <li>Buying decision-making process</li> <li>Decision-making process for purchasing on the market for product-service consumption</li> </ol>									
				on the menter	formed	lust complex concur	mation			
	8. Decision-mak	ing process for pu	rchasing o		for prod	luct-service consur	nption			
12	8. Decision-mak 9. Consumerism	ing process for put as a movement for	rchasing or consume	er protection	-		-			
12.	8.         Decision-mak           9.         Consumerism           Learning methods:         Interview	ing process for put as a movement for eractive lectures v	rchasing on r consume with powe	er protection er point prese	entations	s, design of films	and videos, guest			
12.	8. Decision-mak 9. Consumerism Learning methods: Intr lecturer, teamwork pro-	ing process for put as a movement for eractive lectures v	rchasing on r consume with powe	er protection er point prese	entations	s, design of films	and videos, guest			
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22.	Literature										
	22.1.	Compu	Compulsory literature								
		No.	Author	Title	Publisher	Year					
		1.	Снежана,	Однесување на	Скопје	2013					
			Ристевска	потрошувачите, 3							
			Јовановска	И							
	22.2.	Additio	Additional literature								
		No.	Author	Title	Publisher	Year					
		1.	Michael R. Solomon	Consumer behavior, A European perspective, paperback	Publisher:Pretti ce Hall	2010					
		2.	Снежана Ристевска Јовановска; Б.Јаќовски	Однесување на потрошувачите ,8/е	Скопје	2008					
		3.	Michael R. Solomon	Auburn University: Consumer behavior, 8/e	Publisher:Pretti ce Hall	2008					
		4.	Блекбел Р	Однесување на потрошувачите	Превед. книги подарок од Влада на Р.М.	2009					
		5.	Leon,S.Leslie Kanuk, CUNY- Baruch College	Consumer behavior, 9/E	Publisher:Pretti ce Hall	2007					