

Consumer behavior

Second Cycle Studies Course Programme					
1.	Course Title	Consumer Behavior			
2.	Code	MKT 542			
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)	Second Cycle Studies			
6.	Academic year / semester	2022-2023/ second (summer)	7	Number of ECTS credits	6
8.	Professor	Prof. Snezana Ristevska-Jovanovsa, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	Course Competencies and Student Learning Objectives: 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 5. Introduction to consumerism as a movement for consumer protection				
11.	Course content: 1. Basic concepts of consumer behavior 2. Theories and models for explaining consumer behavior 3. Research methods for studying consumer behavior 4. Psychological determinants of consumer behavior 5. Sociological determinants of consumer behavior 6. Economic determinants of consumer behavior 7. Buying decision-making process 8. Decision-making process for purchasing on the market for product-service consumption 9. Consumerism as a movement for consumer protection				
12.	Learning methods: Interactive lectures with power point presentations, design of films and videos, guest lecturer, teamwork project assignments - presentations of examples from practice, consultative teaching, seminars				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	24+16+40+10+90 = 180 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	24 classes	
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	16 classes	
		15.3.	Project assignments	40 classes	
16.	Other types of activities	16.1.	Individual assignments	10 classes	
		16.2.	Home-study	90 classes	
17.	Grading method		60+30+10 = 100 points		
	17.1.	Test			60 points
	17.2.	Seminar paper / project (presentation: written and oral)			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 15 and 16			
20.	Language	Macedonian/English			
21.	Evaluation method	Internal evaluation and survey			

22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Снежана, Ристевска Јовановска	Однесување на потрошувачите, 3 и	Скопје	2013
	22.2.	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.Јаковски	Однесување на потрошувачите ,8/e	Скопје	2008
		3.	Michael R. Solomon	<i>Auburn University:</i> 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