

SYLLABUS

The basic course informations:			
Academic Unit:	Faculty of Tourism and Environment		
Title:	Management of Consumer Behavior		
Level:	Master		
Status:	Elective		
Year of studies:	I		
The number of hours per week:	4		
ECTS:	6		
Time / Location:			
Course Professor:	Arben Terstena		
Contact details:	arben.terstena@ushaf.net		
Course description			
	<i>The subject focuses at how consumers processes information, develop preferences and make choices for them. The theoretical part of the course shows what the consumer's preferences are: culture, mass media, social media, thoughts, emotions and behaviors that affect consumer behavior.</i>		
Objectives:			
	<i>Objective of this module is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants.</i>		
Learning outcomes:			
	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>recognize the importance and management of consumer behavior,</i> • <i>understand psychological and sociological impacts in the process of making consumer decisions</i> • <i>formulate appropriate marketing strategies</i> • <i>develop understanding of theoretical and conceptual concepts of consumer behavior and apply them to marketing situations and practices.</i> 		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	4	15	60
Practical work			
Contacts with the teacher / consultants	1	15	15
Field exercises			

Kollokfiume, seminars	2	2	4
Homework			
Student study time (in library or at home)	4	15	60
Final Preparation for Examination	10	1	10
Time spent on assessment (tests, quiz, final exam)	1	1	1
Projects, presentations, etc			
Total			150
Methodology of teaching:			
	<i>Lectures and exercises combined with case studies.</i>		
Methods of assessment			
	<i>Seminar (case study) 40%</i> <i>Exam 60%</i>		
Literature			
Basic Literature	<ol style="list-style-type: none"> 1. <i>Semiha Loca, Sjellja konsumatore, 2006</i> 2. <i>Management Tools - Customer Relationship Management - Bain & Company". www.bain.com. Retrieved 23 November 2015</i> 		
Supplementary Literature:	<ol style="list-style-type: none"> 3. <i>Gartner Announces Customer Relationship Management Summit 2009". gartner.com. 5 August 2009. Retrieved 8 February 2017.</i> 4. <i>Kardes, F., Cronley, M. and Cline, T., Consumer Behavior, Mason, OH, South-Western Cengage, 2011</i> 		
The lesson plan Design:			
Week	Lectures to be held		
WEEK 1:	<i>Understanding consumer behavior</i>		
WEEK 2:	<i>Study of consumer behavior</i>		
WEEK 3:	<i>Cultures and subcultures</i>		
WEEK 4:	<i>Social classes</i>		
WEEK 5:	<i>Family and reference groups</i>		
WEEK 6:	<i>Communication</i>		
WEEK7:	<i>Perception</i>		
WEEK 8:	<i>Learning and Memory</i>		
WEEK 9:	<i>Motivation, personality and emotion</i>		
WEEK 10:	<i>Attitudes</i>		
WEEK 11:	<i>Lifestyle</i>		
WEEK 12:	<i>Decision making - Recognition of the problem</i>		
WEEK 13:	<i>Stages of the decision-making process - Searching for information</i>		
WEEK 14:	<i>Stages of the decision-making process - evaluation of alternatives and buying</i>		
WEEK 15:	<i>Stages of the decision-making process</i>		

Academic policies and rules of conduct:

Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.