



## University “Ukshin Hoti” in Prizren

### Faculty of Economy

### Program- International Management

CURRICULUM - SYLLABUS							
Study level	BA	Program	International Management	Academic Year	2019/20		
Course	Consumer Behavior						
Year	II	Course Status	O	Code	ABM ?	ECTS credits	4
Semester	III					Lectures	Practice
Teaching weeks	15		Teaching Hours 45			2	2
Teaching Methodology	Lectures, exercises, seminar papers, consultations, tests.						
Consultation	To agree with students and University management						
Professor	Prof. Asoc. Dr. Isuf Lushi			e-mail	Isuf.lushi@uni-prizren.com		
				Tel.	049/547 171		
Assistant				e-mail			
				Tel.			

Course objectives	Learning outcomes
<p>Consumer Behavior is a subject that studies why and how consumers make certain decisions and how their behaviors change under the influence of certain factors.</p> <p>The subject focuses heavily on the influence of the consumer's psychological factors, external environment factors, and the situation in which the customer may be faced whenever he or she decides to buy something.</p> <p>Furthermore, it should be noted that the subject does not only study the act of purchase but also it studies the process before and after the purchase, even examines how possession or lack of things can affect consumer behavior in general.</p> <p>Consumer behavior creates an opportunity to better understand why consumers choose certain products and companies, what is happening in the business world, why someone is successful</p>	<p>Upon completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. To recognize the importance of consumer behavior and the use of this knowledge in favor of businesses,</li> <li>2. Get to know the process of consumer’s decision making,</li> <li>3. To know the individual factors that determine consumer behavior,</li> <li>4. To recognize the environmental impact on consumer behavior,</li> <li>5. To know the Impact on Consumer Behavior.</li> <li>6. To explain and analyze the links between</li> </ol>

<p>and someone does not. If companies have information on what factors affect consumers' behavior and how they affect them, then they can adjust better products and services to customers. This serves as a first step in policy making and taking the right decisions in Marketing.</p> <p>The course provides the most advanced model for understanding consumer decision making, which serves as a program for the success of business in the market economy and in the time of hyper-competition.</p>	individual and organizational consumer behavior
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<b>Methodology for the implementation of educational topics:</b>
Lectures, exercises, seminar papers, consultations, tests.

<b>Conditions for the implementation of educational topics:</b>
Appropriate literature, the use of IT and other facilities.

<b>Student evaluation ( %)</b>		
	<b>Evaluation in %</b>	<b>Final score</b>
Active participation in learning	Up to 10% participation in the final score.	
Research essay	Up to 10% participation in the final score.	
The research project	Up to 30% participation in the final score.	
Exam (60% of correct answers)	Up to 50% participation in the final score.	
Evaluation of the final grade includes three evaluation criteria (Preparing seminar- 10%; colloquium- 30%, final exam - 60%) Total 100%		51-60%- score 6 61-70            7 71-80            8 81-90            9 91-100          10

<b>Student obligations:</b>	
<b>Lectures</b>	<b>Practice</b>
The student must be present regularly at lectures and exercises, to use all possibilities for learning knowledge required to use literature and wider, to be active and to respect the rules on higher education, ethics and cooperation.	The student must be active at practical exercises and reflective readiness and knowledge for initiatives, ideas and demonstration of knowledge gained in lectures.

<b>Student overload</b>			
<b>Activity</b>	<b>Hours</b>	<b>Day/Week</b>	<b>Total:</b>
Lectures	2	15 week	30
Exercises (seminars, field exercises, etc.) Tutorial	2	15 week	30
Contact the teacher / consultations	1	15 week	15
Homework			
Presentation, project ideas, etc.			

Own study time	1	10 week	10
Preparation for final exam	1	15 week	15
Time spent on assessment (tests, quizzes, final exam)			
<b>Notice: 1 ECTS credit =25 hour engagement, i.e., if the course has 4ECTS credits, the student should be engaged 100 hours during the semester.</b>		<b>Total load:</b>	100
Week	Lecture	Practice	
1.	Topics	Hour	Topics
	Introduction to consumer behavior. Basic principles, understanding and evolution of consumer behavior	2	Questions for discussion
			2
2.	Topics	Hour	Topics
	Studying consumer behavior and its perspective	2	Questions for discussion and assignments.
			2
3.	Topics	Hour	Topics
	Culture and Subculture	2	Questions for discussion and assignments.
			2
4.	Topics	Hour	Topics
	The demographic and social class	2	Questions for discussion and assignments.
			2
5.	Topics	Hour	Topics
	Referene Group And Family References.	2	Presentation of essays
			2
6.	Topics	Hour	Topics
	Communication within groups and the dissemination of novelties	2	Presentation of essays
			2
7.	Topics	Hour	Topics
	Perception	2	Questions for discussion and assignments.
			2
8.	Topics	Hour	Topics
	First intermediate evaluation Consultation	2	Questions for discussion and assignments.
			2
9.	Topics	Hour	Topics
	Learning and memory	2	Questions for discussion and assignments.
			2

10.	Motive, personality and emotion	2	Questions for discussion and assignments.	2
11.	The attitude and style of life	2	Questions for discussion and assignments.	2
12.	Decision-making and Stages (Knowing the Problem)	2	Questions for discussion and assignments.	2
13.	The process and stages of the decision-making (The information search process (ISP))	2	Questions for discussion and assignments.	2
14.	Stages of the decision-making process (Alternative Assessment and Purchasing) SDMP (After Purchase)	2	Seminar work for a group of students (2-5 students in the group maximum) related to demand for food. Presentation and reflection to the given topic.	2
15.	Preparation for exam and examination	2	Seminar work for a group of students (2-5 students in the group maximum) related to demand for food. Presentation and reflection to the given topic.	2

### Literature

Semiha Loca, Sjellja konsumatore, 2012  
Vjollca Bakiu, Sjellja konsumatore, 2010.  
Artan Xh. Duka, Sjellja konsumatore, 2009. Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K. Hogg – Consumer Behaviour, 2006.  
Roger D.Blackwell, Paul W. Miniard, James F.Engel – Consumer Behavior, 2006. Williams L. Wilke, Consumer Behavior,, 1986.  
Kotler & Armstrong (2008). *Principles of Marketing*.  
Kotler & Armstrong (2013).Parimet e marketingut. Botimi I 13.Tiranë.

### Comments

During each lecture students will offer you different film materials (DVDs, other materials) on research methods, writing essays, thesis design, data collection, analysis, and ethical implications plagiarizmin and referencing. During each session will be organized together with the student's conversation.

### Note to student:

From students are required to be regular in the lectures and exercises.  
The contribution of the students in the form of conversation will be assessed.