

Title of the course:	Consumer behavior		
Course ID:	VE-GMT014		
Level of education:	Erasmus	Academic semester:	Fall
Professor's name:	Dr. Imola SZABÓ	Academic title: Assistant professor	
Hours per semester:	26	Credits:	4
Exam:	presentations and test	Pre-requisites:	-

Aims of the course

During the semester students will study about the essential of consumer behavior, including the main factors of consumption, consumers' motivation, decision of purchasing, consumption trends, influencers, lifestyles, and self-marketing. Students have an opportunity to know, and understand the cultural differences, and speak about it with each other. The end of the course participants can use the new knowledge in connection with their consumption, and purchasing.

Course outline

1. Introduction to the consumer behavior
2. Cultural factors
3. Trends in consumption
4. Students' presentations
5. Motivation and human values
6. Influencers, and groups
7. Students' presentations
8. Process of purchasing
9. Lifestyles I.
10. Lifestyles II.
11. Self-marketing
12. Virtual vs. real life, and consumption
13. Summary and consultation

Requirements and evaluation

Students have to make two presentations, and show in classroom. The first presentation is about their culture, including tradition, characteristics, and curiosities. The second presentation is about their motivation, and favorite influencers.

- 10% classroom activity
- 40% two presentations
- 50% written exam (test)

Readings

Stefan Hoffmann, Payam Akbar: Consumer Behavior. Understanding Consumers – Designing Marketing Activities. Springer, Wiesbaden, 2023

The content of the lectures will be available online after each lecture.