

# SYLLABUS

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INTERNATIONAL EUROPEAN  
UNIVERSITY



**EUROPEAN SCHOOL  
OF BUSINESS**



# SYLLABUS



Course Name				
		Consumer behavior		
Lecturer (s)				
		Roman Halenin, PhD in Economics, associate professor at the Department of Management, Finance and Business Administration		
Lecturer's profile				
		<a href="https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin">https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin</a>		
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Form of final control		test	def. test	exam
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## 1 Brief discipline annotation

This course is relevant due to the need to study methodological and methodical aspects of investigating the behavior of individual and corporate consumers and impact on it. The Consumer behavior discipline will provide students with a holistic system of competencies of methods and techniques of targeted influence on customer behavior in order to successfully implement the marketing competitive strategy of the enterprise.

## 2 Background for studying discipline

Subject matter of the Consumer behavior discipline: a process of exercising consumer choice, factors determining consumer choice and methods of marketing market on consumer choice.

The Consumer behavior discipline is based on the knowledge of the following disciplines: Marketing, Marketing commodity policy, Marketing research, Marketing price formation, Marketing of services, etc.

## 3 Goal and objectives of the discipline

The goal of the Consumer behavior discipline is to provide students with knowledge about areas of expanding marketing functions in the study of consumer behavior mechanisms and the use of these mechanisms to achieve the goal of the organization.

Key objectives of the Consumer behavior discipline:

- to study the composition and areas of action of external and internal factors of consumer behavior and possibilities of their use in marketing activities;
- to acquire skills of working with consumers and managing their behavior.

## 4 Learning outcomes

PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.

PLO 2. To analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

PLO 5. To identify and analyze the key characteristics of marketing systems of different levels, as well as the particularities of their entities.

PLO 6. To identify functional areas of marketing activities of a market entity and their relations in the management system, calculate appropriate indicators characterizing the efficiency of such activities.

PLO 9. To assess risks of marketing activities, define the level of uncertainty of the marketing environment when making managerial decisions.

## 5 ECTS credits

4 ECTS credits / 120 academic hours

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		l	p	lab.	ind.	i. w.		l	p	lab.	ind.	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
<b>Content section 1. Consumer behavior in the context of economic exchange</b>												
Topic 1. Consumer behavior in the context of economic exchange	11	2	2	-	-	7	12	2	-			10
Topic 2: The concept, structure and essence of consumer behavior.	13	4	2	-	-	7	10	-	-			10
Topic 3. Factors of external influence on consumer behavior.	12	4	2	-	-	6	10	-	-			10
Topic 4. Factors of internal influence on consumer behavior.	16	4	2	-	-	10	19	2	2			15
<i>Total per content section 1</i>	<b>52</b>	<b>14</b>	<b>8</b>			<b>30</b>	<b>51</b>	<b>4</b>	<b>2</b>			<b>45</b>
<b>Content section 2. The decision-making process of the individual consumer</b>												
Topic 5. The decision-making process of the individual consumer	10	2	1	-	-	7	10	-	-			10
Topic 6. The decision-making process of the industrial consumer	10	2	1	-	-	7	10	-				10
Topic 7. Marketing tools for affecting consumer behavior	13	4	2	-	-	7	17	-	2			15
Topic 8. Behavioral response of consumers	13	4	2	-	-	7	12	2	-			10
Topic 9. Quantitative research of consumer behavior	10	2	1	-	-	7	10	-	-			10
Topic 10. Qualitative research of consumer behavior	12	4	1	-	-	7	10	-	-			10
<i>Total per content section 2</i>	<b>68</b>	<b>18</b>	<b>8</b>	-	-	<b>42</b>	<b>69</b>	<b>2</b>	<b>2</b>			<b>65</b>
<b>Total hours</b>	<b>120</b>	<b>32</b>	<b>16</b>	-	-	<b>72</b>	<b>120</b>	<b>6</b>	<b>4</b>			<b>110</b>



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## List of obligatory tasks

Consumer behavior in the context of economic exchange  
The concept, structure and essence of consumer behavior  
Factors of external influence on consumer behavior  
Factors of internal influence on consumer behavior  
The decision-making process of the individual consumer  
The decision-making process of the industrial consumer  
Marketing tools for affecting consumer behavior  
Behavioral response of consumers  
Quantitative research of consumer behavior  
Qualitative research of consumer behavior

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## List of selective tasks

1. Consumers in the system of marketing activity.
2. Demography and structure of global markets.
3. Variability of cultural values.
4. Cultural variations in verbal and nonverbal communications.
5. Functional and reputational approaches to social class structure.
6. Marketing strategies based on the impact of reference groups.
7. The use of personal influence in the marketing strategy.
8. Consumer rights legislation.
9. Reflexive ways of managing organizational consumer behavior.

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## Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semesters	5th semester	available	3rd year	Professional training

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## Assessment system and requirements

As part of discipline teaching, one carries out current and final control of students' knowledge.  
The final grade in the form of an exam is given according to the total rating of students.

QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>



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## 11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ie.u.edu.ua/docs/050.pdf>

## 12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

## 13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ie.u.edu.ua/docs/050.pdf>

## 14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ie.u.edu.ua/docs/011.pdf>



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**Primary (basic) literature:**

1. Horodniak I.V. Consumer behavior [Text]: study guide; Ivan Franko National University of Lviv. Lviv: Ivan Franko National University of Lviv, 2018. 255 p.
2. Ivanenko L.M., Boienko O.Y. Consumer behavior [Text]: study guide; Vasyl' Stus Donetsk National University, Faculty of Economics, Department of Marketing. Vinnytsia: Vasyl' Stus DonNU, 2016. 255 p.
3. Consumer behavior [Text]: study guide / Horodniak I.V.; Ivan Franko National University of Lviv. - Lviv: Ivan Franko National University of Lviv, 2018. – 255 p.
4. Consumer behavior in the real and virtual environment [Text]: collective monograph / [L.V. Kapinus et al.; National University of Food Technologies, Institute of Economics and Management. – Kyiv: Serdiuk, 2017. – 189 p.
5. Zamkova N.L., Polishchuk I.I., Buha N.Y., Sokoliuk K.Y. Consumer behavior: Study guide. – Vinnytsia: Editorial and Publishing Department of the Publishing house of Vinnytsia Institute of Trade and Economics of Kyiv National University of Trade and Economics, 2018. – 200 p.
6. Babko N.M., Mandych O.V., Sievidova I.O., Romaniuk I.A., Kviatko T.M. Consumer behavior: study guide. Kharkiv: Kharkiv Petro Vasylenko National Technical University of Agriculture, 2020. 170 p.

**Additional literature:**

1. Kozhukhivska R.B., Tranchenko L.V. Consumer behavior [Text]: study guide for university students. Uman: Zhovtyi O. O., 2014. 360 p.
2. Komirna V.V., Arakelova I.O. Consumer behavior [Text]: study guide; Donetsk State University of Management, Department of Marketing. Donetsk: Knowledge, Donetsk publishing house, 2013. 198 p.
3. Larina Y.S. Consumer behavior: study guide / Y.S. Larina, A.V. Riabchyk; - K.: Akademy. 2014. 224 p.
4. Oklander M.A., Zharska I.O. Consumer behavior [Text]: study guide for students of higher education institutions; Odesa Polytechnic National University. Kyiv: Center for educational literature, 2014. 206 p.
5. Shafluk O.K. Consumer behavior: Course of lectures. – K.: KNEU, 2009. – 68 p. 1st
6. Shlapak N.S., Serkutan T.V. Problems of consumer behavior research in current conditions / Proceedings of the 1st International Scientific Conference on Economic and Cultural Positioning of Ukraine in the World Globalized Space, February 15-19, 2016, Liptovskyi Yan, Slovakia. – p. 304-306.
7. Buha N.Y. Behavior of consumers of innovative goods / N.Y. Buha, K.Y. Sokoliuk // Scientific Letters of Academic Society of Michal Baludansky. Issue 6, No. 5 – 2017. - P. 33-37.
8. Varypaiev O.M. Motivational aspects of consumer behavior: socio and philosophical analysis / Varypaiev O.M., Andrieieva T.V. // Economic strategy and prospects for the development of trade and services: Collection of scientific papers. – Kh., 2011. – Issue 2 (14). – P.607-613.
9. Vasylykevych L.O. Structure of consumer behavior and characteristics of its main components in the system of economic relations / L.O. Vasylykevych // Ekonomy and region: PoltNTU. – 2011. – No. 4 (31). – P. 187-191.
10. Zhovkovska T.T. Marketing tools for affecting consumer behavior (market research of food industry enterprises) / T.T. Zhovkovska // Innovative economy. – 2012. – No. 10[36]. – P.195-198.
11. Zhuravskiy V. Organic products and the influence of sales promotion on consumer behavior / V. Zhuravsky, O. Nepomniashcha // Commonwealth of Sciences: architecture, economics, law. Materials of the 3rd International Student Scientific Symposium. – Ivano-Frankivsk: Editorial and Publishing Department of Ivano-Frankivsk University of Law named after King Danylo Halytskyi, 2015. – P. 75-79.
12. Zamkova N.L. Interlingual relations and communications: monograph / N.L. Zamkova – Vinnytsia: Center for Preparation of Scientific and Educational Publications of Vinnytsia Institute of Trade and Economics of Kyiv National University of Trade and Economics, 2014. – 362 p.
13. Zvierieva O.V. Consumer protection: Study guide / O.V. Zvereva – Kyiv: Center for educational literature, 2007. – 192 p.
14. Bohdan N., Krasnokutska Y., Sokolov D. Consumer behavior management as a marketing tool for improving the economic efficiency of tourism industry enterprises. Economic analysis. 2021. Vol. 31, No. 1. P. 69-80.

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## Recommended sources of information

### INFORMATION RESOURCES:

1. State Statistics Service of Ukraine: [Electronic resource]. – Available at: -  
<http://www.ukrstat.gov.ua>
2. Encyclopedia of Marketing: [Electronic resource]. – Available at:  
<http://www.marketing.spb.ru//mibif/3/index.htm>
3. Data of the Ministry of Industrial Policy of Ukraine. [Electronic resource]. – Available at: -  
<http://industry.kmu.gov.ua/control/uk/index>
4. [zakon.rada.gov.ua](http://zakon.rada.gov.ua)
5. [www.my-market.ru](http://www.my-market.ru)
6. [www.marketolog.ru/](http://www.marketolog.ru/)
7. [www.marketing.vc](http://www.marketing.vc)
8. [www.rynok.biz](http://www.rynok.biz)
9. [http:// socialmention.com](http://socialmention.com) - service for monitoring information on social media (Eng.).
10. [http:// www.europages.com.ru](http://www.europages.com.ru) - B2B professional search system
11. [http:// marketing.ua-24.com](http://marketing.ua-24.com) – news portal. It also contains the rating of Ukrainian enterprises by industry.
12. [http:// reklamist.com.ua](http://reklamist.com.ua) - information blog.
13. [http:// www.proreklamu.com](http://www.proreklamu.com) - information portal.
14. [http:// www.4p.com.ua](http://www.4p.com.ua) - information portal + news.

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## Tips on successful study during the course

### If you want to succeed in this discipline, you should:

- **define your goal**
- **draw up a precise schedule**
- **work hard**
- **be confident and conscious**
- **be creative and active.**

**Thus, I wish you insistence, goal commitment and optimism. And you'll definitely succeed! See you at classes!**