

SYLLABUS

**INTERNATIONAL EUROPEAN
UNIVERSITY**



**EUROPEAN SCHOOL
OF BUSINESS**

**Consumer Behavior
Marketing EP
Digital Marketing EP**

2024



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1 Course and educational program

Consumer Behavior
Marketing EP
Digital Marketing EP

2 Course description

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.

3 Prerequisites for studying

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.

4 Number of credits/hours

4 ECTS credits / 120 academic hours

5 Learning format

Blended learning

6 Classroom location

7 Lecturer's full name

Roman Halenin, PhD in Economics, Associate Professor at the Department of Management, Finance and Business Administration

8 Department

Department of Management, Finance and Business Administration:





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9	Office location
42V Akademika Hlushkova Ave., Kyiv, room 511	
10	Consulting
Every Tuesday from 2 p.m. to 3:30 p.m. by appointment via corporate e-mail	
11	Lecturer's e-mail address
romanhalenin@ieu.edu.ua	
12	Course objectives
Key objectives of the course: <ul style="list-style-type: none">- 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.	
13	Role of the academic discipline in achieving program 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.	
14	Learning outcomes
To know: <ul style="list-style-type: none">- the role of marketing systems of interaction with consumers in enterprise management;- strategic importance of efficient interaction with consumers in the development of economic systems;- definition of consumer behavior, its main components;- factors of influence on consumer behavior;- mechanism, factors and conditions of formation and consolidation of different types of consumer behavior. To be able to: <ul style="list-style-type: none">- explain the essence of key terms and methodical principles of the discipline;- analyze consumer behavior and the influence of factors determining it;- develop and implement comprehensive marketing programs aimed at correcting consumer behavior.	



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15 Course content

- Topic 1. Consumer behavior in the context of economic exchange
- Topic 2: The concept, structure and essence of consumer behavior.
- Topic 3. Factors of external influence on consumer behavior.
- Topic 4. Factors of internal influence on consumer behavior.
- Topic 5. The decision-making process of the individual consumer
- Topic 6. The decision-making process of the industrial consumer
- Topic 7. Marketing tools for affecting consumer behavior
- Topic 8. Behavioral response of consumers
- Topic 9. Quantitative research of consumer behavior
- Topic 10. Qualitative research of consumer behavior

16 Books and materials

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. 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.
5. 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.
6. 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.

17 Technical requirements for the course

To work on the Consumer Behavior course, you need regular access to a computer (or phone) and the Internet.

In order to successfully study and pass the course exam, you should first explore the Moodle distance learning platform and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them.

You can use distance platforms only using corporate e-mail.

If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.

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Learning process

The Commodity Market Infrastructure course consists of lectures and practical classes.

Lectures use the following training methods:

lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.

Practical classes use the following training methods:

questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and calculation works, solving specific problems and situations, brainstorming.



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Discipline features

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

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Assessment policy

You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a student research paper.

Activities during the semester	Maximum amount of points during the semester
Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	15
Reports with presentation (3 pcs.)	10
Tests (4 pcs.)	10
Modular test work (2 pcs.)	15
Individual research task (admission to the exam)	10
Total	60

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 exam (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.

The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.

National and ECTS grading scale

Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale	
		for exam, term paper, practical training	for Pass/Fail test
90-100	A	excellent	pass
82-89	B	good	
74-81	C		
66-73	D	satisfactory	
60-65	E		
30-59	FX	fail with possible repeated pass	fail with possible repeated pass
1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline

QR Code:



To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on Moodle or Classroom distance learning platforms.

You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days (room 511).



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Course 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. 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:



All participants in the educational process rely on the academic integrity principles.

QR Code:



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Late task performance, correction of grades, making up missed classes

Tasks should be submitted via Moodle by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class.

If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0.

If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks.

Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course.



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25 Lecturer's response time

Via corporate e-mail, within 24 hours.

27 Efficient communication

Efficient communication is a two-way street!!!

Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform; and a face-to-face meeting with the lecturer on consulting days.

28 Policy of publication and distribution of course materials

Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer.

Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys.

Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.

29 Expected student workload and engagement

During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week).

If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail.

The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.

30 Support services

E-schedule
Library
Supervisor
Repository
Dean's Office

Lecture topic	Practical classes
Topic 1. Consumer behavior in the context of economic exchange	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Practical tasks</i>
Topic 2: The concept, structure and essence of consumer behavior.	<ol style="list-style-type: none"> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Writing a report</i> 6. <i>Tests</i>
Topic 3. Factors of external influence on consumer behavior.	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
Topic 4. Factors of internal influence on consumer behavior.	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
Topic 5. The decision-making process of the individual consumer	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
Topic 6. The decision-making process of the industrial consumer	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Test work</i>
Topic 7. Marketing tools for affecting consumer behavior	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Presentation of reports</i>



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Course schedule

Topic 8. Behavioral response of consumers	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Solving practical and situational tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Tests</i>
Topic 9. Quantitative research of consumer behavior	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Solving practical and situational tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Tests</i>

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Tips on successful study during the course

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

- persistent, attentive and curious;
- creative, cheerful, and open to communication and discussions;
- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.

See you at classes!