



**Syllabus of the course**  
**"Marketing behavior of consumers"**

<b>Specialty</b>	<i>All</i>
<b>Educational program</b>	<i>All</i>
<b>Educational level</b>	<i>Second (master's) level of higher education</i>
<b>Status of the discipline</b>	<i>Selective</i>
<b>Language of teaching</b>	<i>English</i>
<b>Year/semester</b>	<i>1st year, 1st semester</i>
<b>Number of ECTS credits</b>	<i>5 credits</i>
<b>Breakdown by type of class and hours of study</b>	<i>Lectures - 20 hours.</i>
	<i>Practical (seminar) classes - 20 hours.</i>
	<i>Independent work - 110 hours.</i>
<b>Form of final control</b>	<i>Credit</i>
<b>Department</b>	<i>Marketing</i> <i>m. Kharkiv, 9a Nauky Ave, main building, 4th floor, room. 400,</i> <i>+38 (057) 702-02-65 (ext. 366),</i> <a href="http://www.dom.hneu.edu.ua/">http://www.dom.hneu.edu.ua/</a>
<b>Teacher(s)</b>	<i>Panchuk Anastasiia, PhD in Economics, Associate Professor</i>
<b>Contact information teacher(s)</b>	<a href="mailto:anastasiya.panchuk@hneu.net">anastasiya.panchuk@hneu.net</a>
<b>Days of classes</b>	<i>Lecture: : <a href="#">according to the current schedule</a></i> <i>Practical classes: <a href="#">according to the current schedule</a></i>
<b>Consultations</b>	<i>Individual; remote via PNS chat and telegram chat</i>
<b>Objective</b> of the discipline: formation of students' theoretical knowledge and practical skills in analyzing consumer behavior, researching factors that influence purchase decisions, as well as using marketing tools to manage consumer behavior.	
<b>Prerequisites for studying</b>	
<b>Structural and logical scheme of studying the discipline</b>	
<b>Prerequisites</b>	<b>Post requisites</b>
<b>Content of the discipline</b>	
<b>Content module 1: Theoretical foundations of consumer behavior</b>	
<b>Topic 1: Basics of consumer behavior in marketing activities</b>	
<b>Topic 2. Laws and principles of market behavior of consumers</b>	
<b>Topic 3. External factors influencing consumer behavior</b>	
<b>Topic 4. Internal factors influencing consumer behavior</b>	
<b>Content module 2. Practical aspects of analyzing and managing consumer behavior</b>	
<b>Topic 5. Market segmentation and personalization of marketing strategies</b>	
<b>Topic 6. Marketing tools of psychological influence</b>	
<b>Topic 7. Psychological impact of advertising messages</b>	
<b>Topic 8: Modeling consumer behavior</b>	
<b>Material and technical (software) support of the course</b>	
<i>Multimedia projector, PNS KhNUE named after S. Kuznets, ZOOM</i>	



### **Learning outcomes assessment system**

The University uses a 100-point cumulative system for evaluating the learning outcomes of higher education students.

The current control is carried out during lectures and practical classes and aims to check the level of readiness of the higher education student to perform a specific job and is evaluated by the amount of points scored.

The maximum amount per semester is 100 points; the minimum required amount is 60 points. The current control includes the following control measures: individual educational and research tasks (45 points), written test (20 points), group work (30 points), express survey (5 points).

*More detailed information on the system of evaluation and accumulation of points in the discipline is provided in the work plan (technological map) for the discipline.*

### **Policies of the academic course**

The course is taught based on the principles of academic integrity. Violations of academic integrity include academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment. For violations of academic integrity, students are held to the following academic responsibility: re-assessment of the relevant type of academic work.

*More detailed information on competencies, learning outcomes, teaching methods, forms and methods of assessment and independent work is provided in the Work Program of the course.*