



## Syllabus of the academic discipline "Consumer behavior"

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| <b>Specialty</b>  | <i>D5 Marketing</i>  |
| <b>Educational program</b>  | <i>Marketing</i>   |
| <b>Educational level</b>  | <i>bachelor</i>  |
| <b>Discipline status</b>  | <i>Basic</i>   |
| <b>Language of teaching</b>   | <i>English</i>   |
| <b>Course / semester</b>  | <i>2 year, 2 semester</i>  |
| <b>Number of ECTS credits</b>   | <i>5</i>   |
| <b>Distribution by types of classes and hours of study</b>  | <i>Lectures - 24 hours.</i>  |
|   | <i>Practical (seminar) – 24 hours.</i>   |
|   | <i>Independent work - 102 hours.</i>   |
| <b>Final control form</b>   | <i>Exam</i>  |
| <b>Department</b>   | <i>Marketing</i>   |
| <b>Teacher(s)</b>   | <i>Doctor of Economics, Associate Professor N.O. Boiko</i>   |
| <b>Contact Information teacher(s)</b>   | <a href="mailto:nataleboyko@gmail.com">nataleboyko@gmail.com</a>   |
| <b>Days of classes</b>  | <i>Lectures: <a href="#">According to the schedule of classes</a></i>  |
|   | <i>Practical lessons: <a href="#">According to the schedule of classes</a></i>                                     |
| <b>Consultations</b>  | <i>At the department of marketing, online, according to the schedule of consultations, individual, chat in PNS</i> |
| <p><b>The purpose of the educational discipline</b> is to provide knowledge about the directions of expansion of marketing functions in the study of mechanisms of consumer behavior and the use of these mechanisms to achieve the organization's goals</p>  |  |
| <b>Prerequisites for training</b>   |  |
| <p>The list of previously studied disciplines: "Microeconomics", "Macroeconomics", "Marketing", "Management", "Sociology".</p>  |  |
| <b>Content of the academic discipline</b>   |  |
| <p><b><i>Content module 1 Consumer behavior in the conditions of economic exchange</i></b></p> <p>Topic 1. Consumer behavior in the conditions of economic exchange.</p> <p>Topic 2. The concept, structure and essence of consumer behavior.</p> <p>Topic 3. Factors of external influence on consumer behavior.</p> <p>Topic 4. Factors of internal influence on consumer behavior.</p> <p>Topic 5. Behavioral reaction of buyers.</p> <p><b><i>Content module 2 Study of the consumer's decision-making process</i></b></p> <p>Topic 6. Decision-making process by an individual consumer.</p> <p>Topic 7. Decision-making process by the industrial consumer.</p> <p>Topic 8. Marketing tools for influencing consumer behavior.</p> <p>Topic 9. Quantitative studies of consumer behavior.</p> <p>Topic 10. Qualitative studies of consumer behavior</p> |  |
| <b>Material and technical (software) support of the discipline</b>  |  |
| <i>Multimedia projector, ZOOM platform</i>  |  |
| <b>Course page on the Moodle platform (personal learning system)</b>  | <a href="#">CONSUMER BEHAVIOR_eng</a>  |
| <b>System of evaluation of training results</b>   |  |
| <p>A student should be considered certified if the sum of the points obtained as a result of the final/semester performance check is equal to or exceeds 60. The minimum possible number of points for current and module control during the semester is 35 and the minimum possible number of points scored on the exam is 25 .</p> <p>The result of the semester exam is evaluated in points (the maximum number is 40 points, the minimum number that is counted is 25 points) and is entered in the corresponding column of</p>   |  |



the examination "Success record information".

The final grade for the academic discipline is calculated taking into account the points obtained during the exam and the points obtained during the current control of the accumulation system. The total result in points for the semester is: "60 or more points - credited", "59 or less points - not credited" and is entered in the "Success record information" of the academic discipline. In the case of obtaining less than 60 points, the student must pass the assessment after the end of the examination session within the deadline set by the dean of the faculty, but no later than two weeks after the beginning of the semester.

#### **Policies of educational discipline**

The teaching of the academic discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, plagiarism, deception, bribery, biased evaluation. For violation of academic integrity, students of education are subject to the following academic responsibility: repeated evaluation of the corresponding type of educational work.

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

The syllabus was approved at the meeting of the department of Marketing  
on \_\_\_\_\_.  
Protocol No. \_\_\_\_\_