

SYLLABUS

Basic data case			
Academic Unit:	Faculty of Tourism and Environment		
Course Title:	Consumer behavior		
Level:	Bachelor		
Course Status:	Mandatory		
Year of study:			
Number of hours per week:	4		
Credits - ECTS:	5		
Time / location:			
The teacher of the course:			
Contact details:	@ushaf.net		
Course Description			
	<i>Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants.</i>		
Objectives of the course			
	<i>Consumer behavior creates an opportunity to understand better what happens in the world of business. Why someone is successful and someone not. This subject became a ray of buyers in order to evidence that their behavior, and individual or external factors that influence this behavior. This serves as the first step for policy and appropriate decisions in marketing. Its economic orientation based on marketing studies.</i>		
Learning outcomes:			
	<p><i>After completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> - <i>realistic estimate of what the customer represents,</i> - <i>plan the tactics and strategies that will serve as the only way for long-term success,</i> - <i>learn about successful techniques for buyers information everytime.</i> 		
Burdened student contribution in (which is therefore must correspond with results Chat student caching)			
activity	hour	Day / week	Overall
Lectures	4	15	60
tutorial			
Contacts with teacher / consultations	1	1	1
Field exercises			
Kollokfiume, seminars			

Homework			
Self learning time student (at the library or at home)	3	15	45
Final preparation for the exam	2	10	20
Time spent on evaluation (tests, quiz, final exam)	2		2
Projects, presentations, etc.			
Total			128

Teaching Metodology:	<i>Lectures and exercises combined with case studies and class discussion</i>
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Assessment methods:	<i>Essay prepared and presentation 30% Estimated final exam with 70% of the grade. The exam consists of questions with possible answers, open questions, and a case study.</i>
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Literature

Basic literature:	<i>1. Semiha Loca, Consumer Behavior.Tiranë</i>
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Additional literature:	<i>1. Artan Xh. Duka, Consumer Behavior, Tirane, 2. Jonathan Betz – State Tries to Change Image with with ad Campaign, 3. Ruth Mortimer - Brand Strategy,</i>
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Designed learning plan:

Week	Turn lecture to be held
Week One:	<i>Understanding consumer behavior</i>
Week two:	<i>Study of consumer behavior</i>
Week Three:	<i>Cultures and subcultures</i>
Week Four:	<i>Social classes</i>
Week Five:	<i>Family and reference groups</i>
Week Six:	<i>Communication</i>
Week Seven:	<i>Perception</i>
Week Eight:	<i>Learning and Memory</i>
Week Nine:	<i>Motivation, personality and emotion</i>
Week Ten:	<i>Attitudes</i>
Week Eleven:	<i>Lifestyle</i>
Week Twelve:	<i>Decision making - Recognition of the problem</i>
Week Thirteen:	<i>Stages of the decision-making process - Searching for information</i>
Week Fourteen:	<i>Stages of the decision-making process - evaluation of alternatives and buying</i>
Week Fifteen:	<i>Stages of the decision-making process - After Purchase</i>

Academic policies and rules of conduct:

Regular attendance, to maintain the peace and active engagement in dialogue during lectures and exercises is obligatory.