

SYLLABI

Basic data of module	
Academic Unit:	Faculty of Tourism and Environment
The name of the subject which you lecture	Customer behavior management
Level :	Master
Status	Mandatory
Year:	I
Number of hours :	3
ECTS:	5
Time /location:	USHAF
Lecturer (title/name):	Afrim Loku
Contact details (e mail/phone of the lecturer):	Afrim.loku@ushaf.net
Course descriptio ;	<p>The course focuses on a closer look at how consumers process information, develop preferences and make choices for them. The theoretical part of the course shows what are the consumer preferences: culture, mass media, social media, thoughts, emotions and behaviors that influence consumer behavior. Intra-group communication and dissemination of innovations, Perception, Learning and memory, Motivation, personality and emotion Attitudes, Lifestyle</p> <p>Decision making and its stages - Recognition of the problem Stages of the decision-making process - Search</p>
Course aims:	<p>The main purpose of this course is to study the behavior of individuals, groups or organizations and the processes they use to select, provide, use and distribute products, services, experiences or ideas, to satisfy their needs and desires,</p> <p style="padding-left: 40px;">Intra-group communication and dissemination of innovations, Perception, Learning and memory, Motivation, personality and emotion</p> <p style="padding-left: 40px;">Attitudes, Lifestyle</p>
The aim of the subject:	<p>Main course of this course is the study of the activities of products, groups of organizations and processes that they use to select, safe, other and products products, services, or ideas, to be loved and loved of their own,</p> <p style="padding-left: 40px;">Intra-group communication and dissemination of innovations, Perception, Learning and memory, Motivation, personality and emotion</p> <p style="padding-left: 40px;">Attitudes, Lifestyle</p>
Learning Outcomes:	<p>Upon successful completion of the module, the student must:</p> <ul style="list-style-type: none"> • Recognize the importance and management of consumer behavior • Understand the psychological and sociological impacts on the consumer decision-making process • Formulate appropriate marketing strategies • Gain an understanding of theoretical and conceptual concepts of

	<p>consumer behavior and apply them to situations and practices</p> <ul style="list-style-type: none"> • E-marketing. • Gain basic knowledge about behaviors and their management in the enterprise, • Develop skills and abilities to perform consumer behavior analysis, <ul style="list-style-type: none"> • Distinguishes w 		
The segregated students overload (must correspond with the learning outcome)			
Activities	Hours	Days/weeks	Total
Lectures	3	15	45
Exercises - theoretical / tasks			
Internship			
Contacts with teachers - consultation	1	15	15
Field work			
Seminars	2	2	4
Homework			
Self study (at the library or at home)	3	15	45
Preparation for final exam	10	1	10
Time spent on assessment (test, quiz, final exam)	1	1	1
Projects, presentations, etc.	1	5	5
Total			125
Teaching methodology and learning methodology	<p>The lecture will be organized with the student in the center, the students' opinion will be heard, on the way of organizing the lecture which will be interactive regarding the taught topics and the choice of tasks, the orientation in the elaboration of the material will be discussed in groups, companies.</p>		
Evaluation method (criteria to pass exam)	<p>Two colloquia (tests) will be held in one semester, the colloquium test has a maximum of 40 points, the student passes the first colloquium, if in the colloquium assessment test there are half or more correct answers. After the student is assessed to have passed the first colloquium, then he can take the second colloquium, the student has the right to take only the final exam (written or oral) which has 80 points (the test contains assignments, open questions -closed and questions with alternative answers). Evaluation method: 80 points - from both written colloquia or from the final exam, 10 points - engagement and attendance at lectures, 10 points - assignments, seminar paper, research project,</p>		
The teaching/learning tools/ IT	<p>Using the chart, Internet, wireless, computer, projector, PowerPoint.</p>		
The distribution of the theoretical and practical part of the studies	<p>65% Theory, 35% Interpretation of assignments, presentation of students with assignments and works,</p>		

Literature	
Basic literature	<ol style="list-style-type: none"> 1. 1. Semiha Loca, Consumer Behavior, 2006 2. 2. Management Tools - Customer Relationship Management - Bain & Company " 3. 3. www.bain.com. Retrieved 23 November 2015
Additional literature	<ol style="list-style-type: none"> 1. Gartner Announces Customer Relationship Management Summit 2009". gartner.com. 5 August 2009. Retrieved 8 February 2017. 2. Kardes, F., Cronley, M. and Cline, T., Consumer 3. Behavior, Mason, OH, South-Western Cengage, 2011
The teaching/learning plan	
Week	Lecture units
Week1	Understanding and evolving of consumer behaviour, What is Consumer Behavior, The Evolution of Consumer Behavior
Week 2:	Study of consumer behaviour and its perspectives, Methods of studying consumer behavior, consumer principles, business ethics, conceptual model of consumer behavior.
Week 3:	Culture and subcultures, Culture and cultural variations, the concept of culture, subculture, gender as a subculture, religious subculture.
Week 4:	Demographics and social classes, Demographics, social class, social class variables, trends in demographic variability, variability of family structures
Week 5:	Family and reference groups, Family, family life cycle, behavioral roles, reference groups, types of reference groups.
Week 6:	Communication within groups and distribution of innovations, Intra-group communication, opinion direction, marketing strategy and leadership, dissemination of innovations.
Week 7:	Perception, The nature of perception, exposure, attention, interpretation, perception and marketing strategy.
Week 8:	Learning and memory, Learning and memory, the nature of learning, cognitive learning, short-term memory.
Week 9:	Motivation, personality and emotion, The nature of motive, the theory of motivation, the discovery of the purchasing motive, what personality is
Week 10:	Attitudes, Meaning and functions of attitude, patterns of attitude, measurement

	of elements of attitude
Week 11:	Lifestyle, Self-concept, lifestyle, lifestyle marketing, VALS, non-European lifestyles.
Week 12:	Decision making and its stages – Recognizing the problem, Problem knowledge, decision making models, marketing theory, types of decision making.
Week 13:	Stages of decision-making process – Researching the information, Information searches. Information searches, nature of information search, sources of information
Week 14:	Stages of decision-making process – Evaluation of alternatives and purchasing, Steps when searching for information, the value of searching for information.
Week 15:	Stages of the decision-making process – post-purchase, Evaluating alternatives and buying, the importance of consumer satisfaction, buying evaluation, feedback from dissatisfaction.
Academic policy and the code of conduct:	
The student is obliged to continue the lectures on the rule and to have correct behavior among colleagues and staff of the University, keeping calm and interactive engagement during lectures and exercises is mandatory.	