

Module Code	: BB-3307		
Module Title	: Consumer Behaviour		
Type of Module	: Bachelor of Business (Bus. Admin.): Major Option All other majors/programmes: Breadth		
Modular Credits	: 4	Student Workload :	8 hours
		Contact hours for timetabling:	2 hours
Pre-requisite	: BB-2204 Marketing Management		
Anti-requisite	: None		
Aims:			
<p>This module is designed to provide students with theoretical and practical appreciation of understanding why and how consumers reach purchase decisions. An in-depth analysis of the consumers' behavior will guide the students to understand the drives and motives that may lead to the purchase of goods and services. The objective of the module is to analyze consumer behavior in terms of relevant concepts derived from behavioral sciences. The module also aims to explain the several basic models of consumer behavior as well as to give students a broad understanding of current issues that will enable them to make decisions appropriate to marketing strategy.</p>			
Module Content:			
<ul style="list-style-type: none"> • Consumer Behavior and Decision Making • Consumer Research and Market Segmentation • Consumer Needs and Motivation • Personality and Lifestyle • Consumer Perception • Behavior Learning • Consumer Attitudes • Group Processes and Diffusion of Innovation • Influences and Opinion Leadership • Social Class and Culture in Consumer Behavior 			
Assessment:	Examination:	50%	Coursework: 50%
			Test 10%
			Group project: 20%
			Essay 10%
			Presentation & participation: 10%