Zał. nr 4 do ZW 64/2012

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| **FACULTY OF INFORMATICS AND MANAGEMENT**  **SUBJECT CARD**  **Name in Polish** Badania zachowań konsumenckich  **Name in English** Consumer behavior research  **Main field of study (if applicable):** Management  **Specialization (if applicable):** Business management  **Level and form of studies:** 1st/ level, full-time  **Kind of subject:** optional  **Subject code** ZMZ1429  **Group of courses NO** |

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|  | Lecture | Classes | Laboratory | Project | Seminar |
| Number of hours of organized classes in University (ZZU) |  | 30 |  |  |  |
| Number of hours of total student workload (CNPS) |  | 90 |  |  |  |
| Form of crediting |  | crediting with grade |  |  |  |
| For group of courses mark (X) final course |  |  |  |  |  |
| Number of ECTS points |  | 3 |  |  |  |
| including number of ECTS points for practical (P) classes |  | 3 |  |  |  |
| including number of ECTS points for direct teacher-student contact (BK) classes |  | 1 |  |  |  |

\*delete as applicable

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| **PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**  1. Basic knowledge of psychology  2. Basic knowledge of marketing  3. Basic knowledge of social research tools |

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| **SUBJECT OBJECTIVES**  C1. Getting the student's basic knowledge about the determinants of consumer behavior, its psychological, social and market foundations. C2. To familiarize students with techniques to influence people's behavior in the market. C3. To familiarize students with the techniques of market behavior research people |

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| **SUBJECT EDUCATIONAL EFFECTS**  relating to knowledge:  PEK\_W01 – He has knowledge about psychological mechanisms and processes that determine the behavior of consumers. PEK\_W02 – He knows the methods of research and analysis of consumer behavior.  relating to skills:  PEK\_U01 – He’s able to identify, interpret and evaluate consumer behavior. PEK\_U02 – He’s able to perform a simple examination of selected aspects of consumer behavior.  relating to social competences:  PEK\_K01 – He shows willingness to identify problems in the area of ​​consumer activity in the market. PEK\_K02 – He’s able to search for additional knowledge and develop their skills in the area of ​​consumer behavior. |

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| **PROGRAMME CONTENT** | | |
| **Form of classes - lecture** | | **Number of hours** |
| Lec 1 |  |  |
| Lec 2 |  |  |
| Lec 3 |  |  |
|  | Total hours |  |

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| **Form of classes - class** | | **Number of hours** |
| Cl 1 | Studies in the social and economics sciences. | 2 |
| Cl 2 | The psychological bases of marketing mix. | 2 |
| Cl 3 | Segmentation of consumers. | 2 |
| Cl 4 | Segmentation survey. | 2 |
| Cl 5 | Consumer lifestyles. | 2 |
| Cl 6 | Consumer lifestyles – cont. | 2 |
| Cl 7 | Ethnographic research. | 2 |
| Cl 8 | Loyalty and commitment to the brand. | 2 |
| Cl 9 | Analysis of the brand - consumer relationship. | 2 |
| Cl 10 | Situations after purchase. | 2 |
| Cl 11 | Ways to use the products - research. | 2 |
| Cl 12 | Analysis of the influence of the environment on consumer behavior. | 2 |
| Cl 13 | Analysis of the influence of the environment on consumer behavior – cont. | 2 |
| Cl 14 | Analysis of the vendor-consumer relationship. | 2 |
| Cl 15 | Final test | 2 |
|  | Total hours | 30 |

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| **Form of classes - laboratory** | | **Number of hours** |
| Lab 1 |  |  |
| Lab 2 |  |  |
| Lab 3 |  |  |
|  | Total hours |  |

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| **Form of classes - project** | | **Number of**  **hours** |
| Proj 1 |  |  |
| Proj 2 |  |  |
| Proj 3 |  |  |
|  | Total hours |  |

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| **Form of classes - seminar** | | **Number of hours** |
| Sem 1 |  |  |
| Sem 2 |  |  |
| Sem 3 |  |  |
|  | Total hours |  |

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| **TEACHING TOOLS USED** |
| N1.Discussion N2. Case study N3. Group exercises |

**EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT**

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| **Evaluation** (F – forming (during semester), P – concluding (at semester end) | Educational effect number | Way of evaluating educational effect achievement |
| F1 | PEK\_W01  PEK\_W02 | Oral feedback |
| F2 | PEK\_U01 | Oral feedback |
| F3 |  |  |
| C The final test | | |

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| **PRIMARY AND SECONDARY LITERATURE** |
| **PRIMARY LITERATURE:**   1. Antonides, G., van Raaij, F. (2003) *Zachowanie konsumenta. Podręcznik akademicki*, Warszawa: PWN. 2. Solomon, M.R. (2006). *Zachowania i zwyczaje konsumentów.* Warszawa: Onepress. 3. Tyszka,T., Falkowski, A. (2001). *Zachowania konsumenckie*. Gdańsk: GWP.   **SECONDARY LITERATURE:**   1. Foxall, G., Goldsmith, W. (1998). *Psychologia konsumenta dla menedżera marketingu.* Warszawa: PWE. 2. O’Shaughnessy, J. (1995). *Dlaczego ludzie kupują?* Warszawa: PWE. |
| **SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)** |
| Anna Borkowska, anna.borkowska@pwr.wroc.pl |

MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT

Consumer behavior research

AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY

Management

AND SPECIALIZATION

Business management

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| **Subject educational effect** | **Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)\*\*** | **Subject objectives\*\*\*** | **Programme content\*\*\*** | **Teaching tool number\*\*\*** |
| **PEK\_W01** | K1\_ZARZ\_W10 | C1, C2 | Cl 1- Cl 14 | N1,N2,N3 |
| **PEK\_W02** | K1\_ZARZ\_W25 | C3 | Cl 4, Cl 6, Cl 7, Cl 11, Cl 13 | N2,N3 |
| **PEK\_U01** | K1\_ZARZ\_U5 | C1, C2 | Cl 1- Cl 14 | N1,N2,N3 |
| **PEK\_U02** | K1\_ZARZ\_U14 | C3 | Cl 1- Cl 14 | N1,N2,N3 |
| **PEK\_K01** | K1\_ZARZ\_K04 | C1 | Cl 1- Cl 14 | N1,N2,N3 |
| **PEK\_K02** | K1\_ZARZ\_K01 | C3 | Cl 1- Cl 14 | N1,N2,N3 |

\*\* - enter symbols for main-field-of-study/specialization educational effects

\*\*\* - from table above