

BUYER BEHAVIOR

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	2	3
Semester	4	6
Lectures, hours	34	8
Laboratory classes, hours	16	4
Pass/fail, semester	4	6
Contact hours	50	12
Independent study, hours	58	96
Total course duration in hours / credit units	108/3	

1. Course outline: Consumers and Marketing; Social stratification and segmentation of consumers; Influence of groups and group communications; Family and household as an object of study in consumer behavior; Information processing and consumer education; Motivation, personality, personal values and lifestyle of consumers; Knowledge and attitude of the consumer to the goods; Consumer decision-making processes; Awareness of the need and information retrieval; Evaluation and selection of alternatives; Purchase; Processes after purchase; Business Buying Behavior; Consumerism and society in the conditions of market relations.

2. Course learning outcomes: upon completion of the course, students will be expected to **know:** basic concepts of the course; methods for analyzing consumer behavior and interpreting the results; basic managerial methods of influencing consumer behavior; **be able to:** identify external and internal factors influencing the purchase decision, as well as divide the decision-making process into stages; distinguish between types of consumer behavior, as well as determine the individual characteristics of the buyer; identify the needs of buyers (clients) to ensure their fullest satisfaction; determine the purpose of the acquisition of goods, services by target segments; develop an appropriate marketing strategy to optimize consumer behavior; **possess:** skills of a holistic approach to the analysis of consumer problems; methods of conducting research and collecting information for decision-making; economic methods of analyzing the behavior of consumers, manufacturers in the market; modern methods and techniques for effectively influencing consumer behavior; analysis and research methods.

3. Competencies: analyze consumer behavior and develop adequate and effective marketing incentives (BPC-21).

4. Requirements and forms of midcourse evaluation and summative assessment

The module-rating system is used. Intermediate certification: assessment of work in practical classes, defense of practical work. Current certification: pass/fail.