

Subject card

Subject name and code	Consumer Behaviour, PG_00136657						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	undergraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			4.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	8.0	0.0	0.0	0.0	16
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	16		0.0		0.0	16
Subject objectives	The aim of the course is to familiarize students with the theory and practice of consumer behavior on the market, to identify the factors determining behavior, to present scientific concepts and models explaining consumer behavior, in terms of the achievements of modern marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_W03] The student has advanced knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands the concepts, principles, norms and legal regulations governing the functioning of business entities.	Has advanced knowledge of the organizational and legal forms of creating and operating enterprises in the field of customer service departments, knows and understands legal concepts, principles, norms, and regulations governing the operation of customer service and sales departments.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	Is aware of the need to identify important consumer behavior issues and plan ways to solve them.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZL3_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily.	Is aware of the need to supplement and expand the acquired knowledge and skills in the field of consumer behavior, strives to interdisciplinarily combine knowledge of consumer behavior from various fields and disciplines of science.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	Is able to search for necessary information on consumer behavior in the process of making rational decisions.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZARZL3_U08] The student correctly uses the terminology of the social sciences, especially the discipline of management and quality sciences, clearly and communicatively expresses his opinions.	Correctly uses consumer behavior terminology, clearly and communicatively expresses their point of view.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[ZARZL3_W04] The student has advanced knowledge of the environment of the enterprise, its factors and changes occurring in this area, as well as the relationship, significance and impact of the environment and stakeholders on the functioning of the enterprise. Knows advanced methods of diagnosing macro- and micro-environment.	Has advanced knowledge about the business environment, especially customers and determinants of their market behavior, as well as changes occurring in this area.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report	
Subject contents	<p>1. essence of consumer behavior 2. models of consumer behavior 3. determinants of consumer behavior 4. psychological factors conditioning consumer behavior 5. social aspects of consumer behavior 6. perception of stimuli by the consumer in the communication model 7. consumer behavior in digital media 8. behavior of institutional consumers 9. management of knowledge about consumers</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	zgodność z wymaganiami, poprawność merytoryczna, atrakcyjność pomysłu, jakość wykonania	51.0%	55.0%

Recommended reading	Basic literature	D. Maison, K. Stasiuk, Psychologia Konsumenta, PWN Warszawa 2014 Z. Sethna, J. Blyth, Consumer Behaviour, Sage, London, 2016 Zachowania konsumentów, red. M. Bartosik-Purgat, PWN Warszawa 2017 M. Lindstrom, Buyology, Znak 2009
	Supplementary literature	T. Tyszka, A. Falkowski, Psychologia zachowań konsumenckich, GWP, Gdańsk 2000
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	- list the psychological determinants of consumer behavior,- discuss Lindstrom's model of behavior	
Work placement	Not applicable	

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