

Subject card

Subject name and code	Customer Behaviour, PG_00156085						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2025/2026	
Education level	undergraduate studies		Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			5.0	
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	30.0	30.0	0.0	0.0	0.0	60
	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	60		4.0		61.0	125
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_W01] The student has advanced knowledge in the social sciences, with particular emphasis on the discipline of management and quality sciences, and understands their interrelationships with other social sciences.	He has advanced knowledge in social sciences, particularly in consumer behavior, and understands their interdisciplinary relationships.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_W08] The student has advanced knowledge of enterprise and entrepreneurship, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	He has advanced knowledge of consumer behaviors, the determinants shaping consumers, taking into account both regional and international aspects.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_U06] The student is able to forecast and simulate selected economic and social phenomena in relation to macro (economy), as well as micro (enterprise) scale using methods and tools applied in management and quality sciences.	It can predict and simulate consumer behavior in consumer markets using methods and tools used in marketing.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZARZL3_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes.	There is an awareness of the depreciation of knowledge about consumer behavior over time, and an understanding of the need for lifelong learning and deepening knowledge in the field of consumer behavior.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZL3_K06] The student is ready to work in, co-create or manage a group. The student is able to think and act in an entrepreneurial manner.	He is ready to work in groups, co-creating them to identify and explain consumer behavior, especially in consumer markets.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
Subject contents	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		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	55.0%
	zgodność z wymaganiami, poprawność merytoryczna, atrakcyjność pomysłu, jakość wykonania	51.0%	45.0%
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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