

## Global Learning Semesters

### Course Syllabus

Course: MKTG-395 Consumer Behavior

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-395	Consumer Behavior	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	MKTG-391
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

### Course Description

The course seeks to give students an understanding of consumer behavior and the complexity of the market segmentation as well as the differences from one customer to the other. Students will be able to appreciate the parameters required for marketing plans and the need for organizational adaptability in terms of changing consumer behavior.

### Instructor

Ms. Ria Nicoletti Morphitou

### Course Aims and Objectives

This is an intermediate/advanced Marketing Course and it will assist students:

- ◆ To develop an understanding of the consumer from a multitheoretical perspective
- ◆ To develop an understanding of the consumer behavior and its importance in developing marketing plans
- ◆ To explain and predict consumer behavior

### Teaching Methods

The course is delivered through a mixture of lectures, practical exercises and assignments.

### Course Teaching Hours

42 hours (42 hours lectures/presentations and tutorials). The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

### Evaluation and Grading

Midterm I:	40%
Term paper:	15%
Final Exam:	40%

Class participation: 5%

## **Readings and Resources**

### **Required Textbook**

James Engel, Roger Blackwell, Paul Miniard, Consumer Behavior, Dryden Press, Ninth edition 2001.

### **Recommended Reading**

Advertising Age Magazine, Journal of Marketing, Journal of Consumer Behavior