

Study program: Modern Business Management; Module: Marketing Management			
Subject name: Customer Behaviour			
Lecturer: Goran Dašić, Ph.D. (goran.dasic@mbs.edu.rs)			
Subject status: obligatory			
ECTS: 8			
Pre-requisites: Principles of Marketing			
Subject objectives The goal is to introduce students to the theoretical framework and the elements necessary for the analysis and problems solution connected with the behavior of the customers, the factors that impact making buying decisions, the impact of different marketing strategies on the behavior of the customers, as well as the impact of the behavior of the customers on the evaluation of the alternative marketing strategies.			
Subject outcomes The outcome is to enable the students to understand the behavior of the customers in a dynamic and unsure business environment and the factors that impact making buying decisions to react proactively in practice, anticipating the changes in the customers' attitudes and the motives.			
Subject Description Assignments: Theoretical: The behavior of the customers in marketing research; The basic concepts about the behavior of the customers; The research reasons of the behavior of the customers; The behavior of the customers development as the scientific discipline; The behavior of the customers interdisciplinarity; The motivational process of the customers; The needs of the customers; The motives of the customers; The behavior (actions) of the customers; The impacts on the behavior of the customers; Factors classification that impact the behavior of the customers; Geographical determinants of the behavior of the customers; Demographic factors; The economic impact on the behavior of the customers; Sociological determinants of the behavior of the customers; Culture; Social class; The social role and status; Relevant and referent groups; Leaders of thought; Family; Lifestyle; Psychological (internal) factors of the behavior of the customers; The process of customers' informing; The learning process; Character; The attitudes of the customers; Motivational research; The process of customers' making decisions; The phases of making decisions; The roles in the buying process; The process of the acceptance of the new product; Organization and the customers protection; Social responsibility and consumerism. Practical: Exercises include the analysis of case studies and workshops.			
Materials Маричић, Б. (2011), <i>Понашање потрошача</i> , Економски факултет, Београд. Kanuk, L. L. , Schiffman, L. G.(2004), <i>Понашање потрошача</i> , МАТЕ, Загреб. Solomon, R., Bamossy, G, Askegaard, S., Hogg, M.(2006), <i>Consumer, Behaviour: A European Perspective</i> , Pearson Education, Harlow. Jansson-Boyd, C., (2010), " <i>Consumer Psychology</i> ", Open University Press, NYC. Parsons, E., Maclaran, P., (2009), <i>Contemporary Issues in Marketing and Consumer Behaviour</i> , Butterworth-Heinemann, Oxford.			
Total number		Courses:3x15=45	Practice:3x15=45
Teaching methods The lectures are auditory supported by the modern teaching tools, student papers' presentations and discussions.			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
Course activity	20	written exam	-
Practice	10	oral exam	30
Test-s	30	
Essay-s	10		