

## COURSE OUTLINE

### 1. GENERAL

|  |   |                 |                     |
|--|---|-----------------|---------------------|
| <b>SCHOOL</b>  | SCHOOL OF SOCIAL, POLITICAL AND ECONOMIC SCIENCES   |                 |                     |
| <b>DEPARTMENT</b>  | DEPARTMENT OF ECONOMICS   |                 |                     |
| <b>LEVEL OF STUDIES</b>  | ISCED level 6 – Bachelor’s or equivalent level  |                 |                     |
| <b>COURSE CODE</b>   | NK74B   | <b>SEMESTER</b> | 7th Semester        |
| <b>COURSE TITLE</b>  | CONSUMER BEHAVIOUR AND MARKET RESEARCH  |                 |                     |
| <b>TEACHING ACTIVITIES</b><br>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits. | <b>TEACHING HOURS PER WEEK</b>  |                 | <b>ECTS CREDITS</b> |
|  | 4   |                 | 6.0                 |
| <b>COURSE TYPE</b><br>Background, General Knowledge, Scientific Area, Skill Development  | Background  |                 |                     |
| <b>PREREQUISITES</b>   | Marketing course (4th Semester)   |                 |                     |
| <b>TEACHING &amp; EXAMINATION LANGUAGE:</b>  | Greek   |                 |                     |
| <b>COURSE OFFERED TO ERASMUS STUDENTS:</b>   | YES   |                 |                     |
| <b>COURSE URL:</b>   | <a href="https://econ.duth.gr/courses/consumer-behavior-market-research-el/">https://econ.duth.gr/courses/consumer-behavior-market-research-el/</a> |                 |                     |

### 2. LEARNING OUTCOMES

|   |
|---|
| <b>Learning Outcomes</b><br>Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.  |
| By the end of the semester, students will be able to:<br><br>Analyse the fundamental principles of the discipline of Consumer Behaviour.<br>Understand the key internal and external influences that shape consumer behaviour.<br>Develop the skills to evaluate and select the appropriate market research approach and methodology based on the specific problem at hand.<br>Utilise market research to support marketing decision-making processes capable of influencing the behaviour of target consumers. |

### General Skills

Name the desirable general skills upon successful completion of the module

Search, analysis and synthesis of data and information,  
ICT Use, Adaptation to new situations,  
Decision making,  
Autonomous work,  
Teamwork,  
Working in an international environment,  
Working in an interdisciplinary environment, Production of new research ideas

Project design and management  
Equity and Inclusion  
Respect for the natural environment  
Sustainability  
Demonstration of social, professional and moral responsibility and sensitivity to gender issues  
Critical thinking  
Promoting free, creative and inductive reasoning

Decision making  
Teamwork  
Working in an interdisciplinary environment  
Equity and Inclusion

### 3. COURSE CONTENT

Lecture 1: Foundations of Consumer Behaviour – Decision-Making Processes and the Influence of Culture  
Lecture 2: Consumer Well-Being and Social Welfare  
Lecture 3: Consumer Perception, Learning, and Memory  
Lecture 4: The Self, Attitudes, and Persuasion – Their Role in Consumer Behaviour  
Lecture 5: The Role of Reference Groups in Consumer Behaviour  
Lecture 6: The Role of Gender Identity and Subcultures in Consumer Behaviour  
Lecture 7: Social Class and Lifestyle  
Lecture 8: Social Message Diffusion and Social Media  
Lecture 9: Introduction to Market Research and Data Sources  
Lecture 10: Qualitative and Quantitative Market Research  
Lecture 11: Sampling and Data Analysis  
Lecture 12: Presentation of Market Research Findings  
Lecture 13: Semester Recap – Addressing Questions and Student Queries, and Exam Preparation

### 4. LEARNING & TEACHING METHODS - EVALUATION

| <b>TEACHING METHOD</b><br>Face to face, Distance learning, etc.   | Face to face  |          |                   |          |    |                                   |    |
|---|---|----------|-------------------|----------|----|-----------------------------------|----|
| <b>USE OF INFORMATION &amp; COMMUNICATIONS TECHNOLOGY (ICT)</b><br>Use of ICT in Teaching, in Laboratory Education, in Communication with students  | Use of ICT in Teaching<br>Use of ICT in Communication with students   |          |                   |          |    |                                   |    |
| <b>TEACHING ORGANIZATION</b><br>The ways and methods of teaching are described in detail. Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc. | <table border="1" data-bbox="855 1720 1394 1951"> <thead> <tr> <th>Activity</th> <th>Workload/semester</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Bibliographic research &amp; analysis</td> <td>58</td> </tr> </tbody> </table> | Activity | Workload/semester | Lectures | 52 | Bibliographic research & analysis | 58 |
| Activity  | Workload/semester   |          |                   |          |    |                                   |    |
| Lectures  | 52  |          |                   |          |    |                                   |    |
| Bibliographic research & analysis   | 58  |          |                   |          |    |                                   |    |

| <p>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards</p>   | <table border="1"> <thead> <tr> <th data-bbox="858 271 1125 365">Activity</th> <th data-bbox="1125 271 1393 365">Workload/semester</th> </tr> </thead> <tbody> <tr> <td data-bbox="858 365 1125 421">Writing project</td> <td data-bbox="1125 365 1393 421">40</td> </tr> <tr> <td data-bbox="858 421 1125 477">Total</td> <td data-bbox="1125 421 1393 477">150</td> </tr> </tbody> </table>  | Activity                          | Workload/semester | Writing project                   | 40 | Total              | 150 |
|--|--|-----------------------------------|-------------------|-----------------------------------|----|--------------------|-----|
| Activity   | Workload/semester  |                                   |                   |                                   |    |                    |     |
| Writing project  | 40   |                                   |                   |                                   |    |                    |     |
| Total  | 150  |                                   |                   |                                   |    |                    |     |
| <p><b>STUDENT EVALUATION</b><br/>Description of the evaluation process</p> <p>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</p> <p>Please indicate all relevant information about the course assessment and how students are informed</p> | <p><b>Student evaluation languages</b><br/>Greek<br/>English</p> <p><b>Method (Formative or Concluding)</b><br/>Summative</p> <table border="1"> <thead> <tr> <th data-bbox="727 689 1422 723"><b>Student evaluation methods</b></th> <th data-bbox="1422 689 1540 723"><b>Rate</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="727 723 1422 757">Written Exam with Problem Solving</td> <td data-bbox="1422 723 1540 757">50</td> </tr> <tr> <td data-bbox="727 757 1422 790">Written Assignment</td> <td data-bbox="1422 757 1540 790">50</td> </tr> </tbody> </table> | <b>Student evaluation methods</b> | <b>Rate</b>       | Written Exam with Problem Solving | 50 | Written Assignment | 50  |
| <b>Student evaluation methods</b>  | <b>Rate</b>  |                                   |                   |                                   |    |                    |     |
| Written Exam with Problem Solving  | 50   |                                   |                   |                                   |    |                    |     |
| Written Assignment   | 50   |                                   |                   |                                   |    |                    |     |

## 5. Suggested Bibliography

- Book [68402186]: Methods of market research, Stathakopoulos Vlasios  
 Book [102073292]: Consumer Behavior, 3rd Edition, Georgios Baltas, Polina Papastathopoulou  
 Book [77106825]: Consumer Behavior, 11th Edition Improved, Solomon M., Christina Boutsouki (editor)  
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### Eudoxus

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