



## DEPARTMENT OF BUSINESS ADMINISTRATION

### **FEK311 Consumer Behaviour, Bachelor Course, 7.5 credits**

Konsumentbeteende, kandidatkurs, 7,5 högskolepoäng

*First Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Department of Business Administration on 2019-09-11 and was last revised on 2022-05-24 to be valid from 2022-08-29, autumn semester of 2022.

*Field of education:* Social Sciences 100%

*Department:* Department of Business Administration

#### **Position in the educational system**

The course is offered as a freestanding course.

The course can be part of the following programmes: 1) Programme in Business and Economics (S1EPG) and 2) Bachelor's Programme in Business and Economics (S1EKA)

#### *Main field of studies*

Business Administration

#### *Specialization*

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

#### **Entry requirements**

Admission to the course requires at least 105 credits, at least 45 of which must be from FEK101 Business Administration, Organization and Leadership, 7.5 credits, FEK102 Business Administration, Marketing, 7.5 credits, FEK103 Business Administration, Financial Accounting, 7.5 credits, FEK104 Business Administration, Management Accounting, 7.5 credits, FEK201 Business Administration, Strategic Marketing Management, 7.5 credits, FEK202 Business Administration, Strategy, 7.5 credits, FEK203 Business Administration, Economic and Financial Management, 7.5 credits, FEK204 Business Administration and Operations Management, 7.5 credits, or from FEG100 Business Administration 1, 30 credits and FEG200 Business Administration 2, 30 credits or equivalent.

### Learning outcomes

On successful completion of the course the student will be able to:

1. Describe and explain consumer behaviour from different scientific perspectives.
2. Analyse and problematize contemporary consumption patterns.
3. Design, apply, and reflect on consumer research methods.

The qualitative targets for a Degree of Bachelor relate to the learning outcomes as follows:

Qualitative targets	Learning outcomes
<i>Knowledge and understanding</i>	1+2+3
<i>Competence and skills</i>	3
<i>Judgement and approach</i>	2+3

### Course content

The course in consumer behaviour provides an in-depth understanding of consumer culture and the role of consumers on the market. Central concepts, theories and methods for analysing consumption of products, brands and advertisement are discussed in the course – analyses contributing valuable insights to strategic decisions in companies and other organizations. The course is divided into four main themes within consumer behaviour: Consumer society, Consumer practices, Consumer psychology, and Consumer research.

### Form of teaching

The teaching is based on:

*lectures*, introducing the students to each main area;  
*seminars or workshops*, in which students engage with data collection, analysis and/or discussions;  
*tutoring*, for group assignments.

Due to a high level of interactive activities, the course requires a high degree of engagement by the students, that is, active participation by the students is required in lectures, seminars and workshops. The students are also expected to read ahead and be prepared to discuss, and defend, own opinions.

*Language of instruction:* English

## Assessment

Learning outcomes are assessed as follows:

### *Exam*

All learning outcomes (1-3) are assessed through an individually written exam. The exam accounts for 80% of the final grade.

### *Group assignments*

Learning outcome 1 and 3 are assessed through four group assignments, one assignment per module. The group assignments account for 20% of the final grade (4x5%).

Depending on the module, the form of the group assignment may include written text, a presentation, or any other form of representation. Due to resource constraints, the group assignments can only be performed and assessed within the course dates.

### *Smaller individual tests*

In each module there will be a non-compulsory smaller individual test which gives the student possibility to prepare for the group assignments. From these tests, it is possible to bring bonus points to the course grade. Students can only participate in the non-compulsory assignments and earn extra points the first time they are registered in the course.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed. The same applies to placements and professional placements (VFU), although this is restricted to just one additional examination session.

## **Grades**

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

To pass the course, a student must have achieved all learning outcomes. This means a passing grade (A-E) on the individually written exam and Pass (G) on the group assignments. To determine the final grade for the course (A-F), points from the non-compulsory assignments are combined with the points received from the individually written exam and the group assignments.

### **Grade (Definition) Characteristic:**

**A (Excellent)** A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B (Very good)** A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C (Good)** The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D (Satisfactory)** The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E (Sufficient)** The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F (Fail)** The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale UG (Fail/Pass).

### **Course evaluation**

A course evaluation is conducted anonymously either digitally via the course website or via a written questionnaire handed out at the last scheduled meeting of the course or in connection with the exam. The results of the evaluation are to be communicated to students via the course committee and course website.

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.

