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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | Faculty of Economics |
| **GENERAL INFORMATION** |
| Study program  | **Business Management** |
| Study Module (if applicable) | Enterprise Management |
| Course title | Consumer Behaviour |
| Level of study | [x] Bachelor [ ]  Master’s [ ]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | Third |
| Number of ECTS allocated | 7 |
| Name of lecturer/lecturers | Ljiljana StankovićSuzana Đukić |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [x]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The aim of the Consumer Behaviour Course is to study: the behaviour of consumers in the purchasing process, factors influencing purchasing decision making of an individual consumer, as well as an organization - a business customer. The identification and understanding of consumer behaviour in different purchasing situations enables the development of successful marketing strategies, and significantly decreases the risk related to business decision making.**While learning about the contents of this course, a student gains a necessary knowledge and skills needed for researching consumer behaviour in the purchasing process, with the aim of achieving satisfaction and loyalty of consumers, and managing the relationships in a market oriented enterprise. The acquired competences enable future managers to successfully implement wide range of marketing activities in production and service companies, banks, insurance companies, scientific-research organizations, institutes, specialized agencies, state offices, non-business and non-profit organizations.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *The consumer in marketing research, researching consumers' needs and motives, consumer behaviour determinants, sociological research of consumer behaviour, psychological and motivational consumer behaviour research, decision making about purchasing, consumers and their environment.* |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[x] Serbian with English mentoring [ ] Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **20** | **Written examination** |  |
| **Practical teaching** | **10** | **Oral examination** | **50** |
| **Teaching colloquia** | **20** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |