

Instructor's name	Luca Petruzzellis
BA	MARKETING
Academic year	2015-2016
Term	First
Credits	8
Subject area	SECS-P/08

Course of Consumer Behaviour (a.a. 2015-2016)

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Università degli Studi di Bari Aldo Moro

MSc in Marketing

Admission criteria

The course requires advanced knowledge of marketing and quantitative analysis. The students should also have knowledge of Managerial accounting (Programmazione, pianificazione e controllo), Competitive Analysis, Micro-economic analysis and Statistical methods for marketing, in addition to the basic Marketing, Industrial Economics and Statistics.

Aims of the course

The course aims to provide the analytical tools essential to understand consumer behavior, the variables that influence buying decisions and consumption processes.

The achievement of the objectives depends on the student; therefore, it is encouraged an "intelligent" and active participation to lectures and cases' discussions. Students are encouraged to ask questions, share their views and comments on the topics of the lectures and make examples of their experience as consumers. All this considering the needs and the harmony of the classroom.

Course outline

Starting from the centrality of the consumer for all marketing decisions, the main explanatory theories of consumer behavior - economic, psychological, sociological and semiotic – will be discussed and the consumer decision-making process analyzed, in order to promote a thorough understanding of the dynamics underlying the formation of value perceptions. In particular, for each stage of the buying and consumption process the areas of analysis more relevant in the perspective of marketing, as well as some research techniques useful for investigating consumer choices will be analyzed.

The course is conducted with interactive teaching methods that aim to transfer highly specialized knowledge to students and develop listening skills, team working, leadership and participation skills.

The course consists of a combination of lectures, case discussions, exercises, group and individual work and corporate presentations.

Lectures

The lectures will introduce concepts and tools for consumer analysis in order to develop effective marketing strategies. The lessons are interactive.

Case Discussions

The cases are taken from real situations and illustrate the application of marketing concepts to complex situations. Case analysis stimulates the capacity for decision making and problem solving, as well as strengthening the communication skills of the student.

The discussion of cases will be based on the material available. At the beginning of each lesson 1 or 2 students will be chosen to illustrate the key elements of the case, as a result of which there will be an open discussion.

The purpose is not to determine correct or incorrect responses but to develop a strategy applicable according to the key elements and the information available.

The time is strictly limited so it is necessary to use it in order to be effective. The quality and frequency of comments are more important than the duration of each note. The capacity and the ability to speak and not just in front of a group is a critical business skill. The criticisms to the ideas of others, if constructive and made in a polite and respectful, are encouraged.

Respect is a prerequisite for sharing and learning correctly.

Reading material

PETRUZZELLIS L. – CHEBAT J.-C., Comportamento del consumatore. Teoria e casi di studio, Milano, Pearson, 2010

Coursepack available at <http://lore.com/Consumer-behaviour.6>

Assessment methods

- Assignments: Yes (Projectwork for students who attend the lectures)
- Written Exam: Yes (The exam will last 70 minutes)
- Oral exam: Yes

Tutorials

- Corso presente nella zona in e-learning del Sito Web di Facoltà: No

Teaching methods

- Cicli interni di lezione: No
- Corsi integrativi: No
- Tutorials: Yes
- Seminars: Yes
- Lab: No
- Project work: Yes
- Site visits: No