

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: INTERNATIONAL CONSUMER BEHAVIOUR

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE

YEAR OF STUDY: 6; SEMESTER: 12

TOTAL STUDENT WORKLOAD: 30 hours; incl. curricular 15 hours

CREDITS: 1

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	15 0	1 0
EXTRACURRICULAR	15	-

Prepared by:

1.
(assoc. prof Vladimir Zhechev, PhD)

Head of department

of Marketing:
(assoc. prof Vladimir Zhechev, PhD)

I. ANNOTATION

In this course the student will learn the process through which the consumer takes a purchase decision from when the needs emerges till they dispose the product/brand, as well as the variables influencing not only their decision, but their feelings and the future behavior of the consumer. This knowledge will be provided following the approach of an international and multicultural context.

Analysing the different variables affecting consumers's reactions to the product/brand, the students will understand deeper the relevant aspects of the "consumer insight". They will learn how the consumer interprets the stimuli he receives from the company (through the brand the store, the communications actions) as well as the attitude of the consumer as a crucial process influencing the consumers' actions and feelings towards the company.

Apart from the knowledge they will get, some skills will be developed such as creative thinking and social competences such as understanding different cultures.

The main competencies involved in the Design Thinking course are:

- *Personal, social and learning to learn competence (5).*
- *Citizenship competence (6).*
- *Cultural awareness and expression competence (8).*

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	Theme 1. STRATEGIC PROCESS	3		
	Theme 2. INTERNATIONAL CONSUMERS' RESEARCH	3		
	Theme 3. IDENTIFYING CONSUMERS' SEGMENTS	3		
	Theme 4. CONSUMERS' PERCEPTION	3		
	Theme 5. CONSUMERS' ATTITUDE	3		
	Total:	15		

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Case study	1	3
1.2.	Presentation	1	3
1.3.	Test	1	3
	Total midterm control:	3	9
2.	Final term control		
2.1.	Examination (PBL)	1	6
	Total final term control:	1	6
	Total for all types of control:	4	15

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. International Consumer Behaviour Course Materials available at <https://e-learn.ue-varna.bg>.
2. Solomon, M. R. (2020). Consumer Behaviour. Pearson Education Limited.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Mothersbaugh, D. L. & Hawkins, D. I. (2019). Consumer Behavior. Building Marketing Strategy. McGrawHill Education.
2. Schiffman, L. G. & Wisenblit, J. (2019). Consumer Behavior. Pearson Education Limited.
3. Solomon, M. R., Bamossy, G. J., Askegaard, S. T. & Hogg, M. K. (2019). Consumer Behaviour. A European Perspective. Pearson Education Limited.