



**SUBJECT DATASHEET**

**CONSUMER BEHAVIOUR**

**BMEGT20ML51**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

CONSUMER BEHAVIOUR

### ID (subject code)

BMEGT20ML51

### Type of subject

contact lessons

### Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

### Type of assessment

exam grade

### Number of credits

5

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Dr. Kelemen-Erdős Anikó	associate professor	kelemen-erdos.aniko@gtk.bme.hu

### Educational organisational unit for the subject

Department of Management and Business Economics

### Subject website

<https://edu.gtk.bme.hu>

### Language of the subject

magyar - HU

### Curricular role of the subject, recommended number of terms

Programme: **Marketing MSc from 2019/20/Term 1**

Subject Role: **Compulsory**

Recommended semester: **2**

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### Direct prerequisites

**Strong** None

**Weak** None

**Parallel** None

**Exclusion** None

### Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580439/11/2024 registration number. Valid from: 29.05.2024.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

Present new patterns of consumer behaviour and their marketing implications in the context of environmental change. To provide a complex overview of the factors influencing the behaviour of today's consumers, as well as the mechanism and new phenomena of the purchasing decision process.

### Academic results

#### Knowledge

1. Upon successful completion of the course, students will gain insight into the analytical aspects of consumer and customer behaviour.
2. Students master the key aspects of understanding consumer and customer behaviour, the external and internal influencing factors and the links of the discipline to other marketing disciplines such as brand management, digital marketing, strategic marketing.
3. Understand today's consumers and the new challenges/opportunities that these changes present for marketing.
4. Understand the main theoretical contexts and analytical models that explain consumer and customer behaviour.
5. Gain an overview of new research (e.g. neuromarketing), business models (e.g. sharing economy) and practices (e.g. experiential marketing) aimed at deepening the understanding of consumer and customer behaviour, their applications and how they can be integrated into business strategy.
6. Students will be able to approach and analyse the factors that influence consumer and purchase decisions and to apply modern marketing research methods and findings, including neuromarketing personality typology, attitude research, reference group effects in a structured way.

#### Skills

1. Students will see the possibilities of applying the knowledge and models of other disciplines (eg psychology, sociology) in order to better understand consumer behaviour.
2. They will be able to evaluate and analyse consumer and customer behaviour using the theories and methods.
3. Students will be able to formulate and comprehend tasks and new approaches which, in their complexity, help to understand the behaviour and decisions of today's consumers and buyers.
4. They will be able to analyse the impact of new opportunities and challenges of digitalisation on consumer behaviour (e.g. real and virtual self, turbo perception) and use the models applicable to these in their research.
5. They will also be able to present their consumer and customer behaviour analysis.

#### Attitude

1. Students become open to incorporating customer knowledge into marketing decisions at both the strategic and operational levels.
2. They are open and interested in understanding and taking a complex approach to environmental impacts and trends that are reshaping consumer and purchasing behaviour.
3. They are open to integrating research from other disciplines to understand the background to consumer and customer decisions.

#### Independence and responsibility

1. Students will be able to make suggestions for state-of-the-art marketing solutions based on customer knowledge.
2. Students will be able to explore the links between environmental changes and consumer and purchasing behaviour.
3. They will be able to formulate conclusions and practical proposals for corporate strategy analysis based on an analysis of consumer and customer behaviour.
4. They can take responsibility for their analyses and conclusions, monitor their activities and formulate new proposals if necessary.

### Teaching methodology

Lectures, independent and group work.

### Materials supporting learning

- Dr. Petruska Ildikó: Fogyasztói és vásárlói magatartás. Oktatási segédanyag. 2024.
- Menedzsment és Vállalkozásgazdaságtan Tanszék: Marketing – Fókuszban a termék, Typotex Kiadó, 2017
- Letölthető anyagok: <https://edu.gtk.bme.hu> weboldalon

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

The assessment of the learning outcomes set out in 2.2 is based on an end-of-year written assessment (summative assessment).

#### Performance assessment methods

A. Detailed description of the performance evaluation during the term: students can earn +10 points (+10%) by solving class assignments:

students' class activity is evaluated by the lecturer(s) until the end of the term. The total number of points available is 10, which is the min. The maximum grade is 10 out of 10, which can be counted towards the grade for the project. B. Detailed description of the performance assessments during the examination period: summative academic performance assessment: a complex written assessment

of the subject and knowledge and skills in the form of an examination, that focuses on the acquired knowledge and its application, so that both theoretical test tasks and problem identification and solving tasks must be solved during the performance assessment. The lecturer of the subject will determine the part of the syllabus on which the assessment is based.

#### Percentage of performance assessments, conducted during the study period, within the rating

- class assignments: 100
- összesen: 100

#### Percentage of exam elements within the rating

- summative assessment: 100
- órai feladatok: 10
- összesen: 100

#### Conditions for obtaining a signature, validity of the signature

Az aláírásnak nincs követelménye.

#### Issuing grades

Excellent	95
Very good	87–94
Good	75–86
Satisfactory	63–74
Pass	50–62
Fail	0–49

#### Retake and late completion

1. There is no mid-term requirement for performance assessments. 2. Correction and replacement of performance assessments during the examination period shall be carried out in accordance with the study and examination regulations. 3. The seminar exercises are not retaken and replaced.

#### Coursework required for the completion of the subject

részvétel a kontakt tanórákon	12
vizsgafelkészülés	138
összesen	150

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 06.05.2024.

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

A 2.2. pontban megfogalmazott tanulási eredmények eléréséhez a tantárgy a következő tematikai blokkokból áll. Az egyes félévekben meghirdetett kurzusok syllabuszaiban e témaelemeket ütemezzük a naptári és egyéb adottságok szerint.

- 1 Today's consumers
- 2 The role of trend effects
- 3 Cultural influences
- 4 Social and group influences, personal interactions
- 5 Personal influences
- 6 Motivation and consumer behaviour
- 7 The role of personality and self-image
- 8 Attitudes and values
- 9 Perception and learning
- 10 Changes in the purchase decision process
- 11 The types of the purchase decision process I.
- 12 The types of the purchase decision process II.

### Additional lecturers

Dr. Kelemen-Erdős Anikó egyetemi docens [kelemen-erdos.aniko@gtk.bme.hu](mailto:kelemen-erdos.aniko@gtk.bme.hu)

### Approval and validity of subject requirements