Course Specifications
Valid as from the academic year 2019-2020

Course size (nominal values; actual values may depend on programme)

<table>
<thead>
<tr>
<th>Credits</th>
<th>Study time</th>
<th>Contact hrs</th>
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<tbody>
<tr>
<td>6.0</td>
<td>180 h</td>
<td>55.0 h</td>
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Course offerings and teaching methods in academic year 2019-2020

A (semester 1)
- English
- PDE tutorial: 15.0 h
- seminar: coached exercises: 12.5 h
- seminar: 7.5 h
- lecture: 20.0 h

Lecturers in academic year 2019-2020
Vermeir, Iris
EB23 lecturer-in-charge

Offered in the following programmes in 2019-2020

| Master of Science in Teaching in Economics (main subject Business Administration) | 6 | A |
| Master of Science in Business Administration (main subject Commercial Management) | 6 | A |
| Exchange programme in Economics and Business Administration | 6 | A |

Teaching languages
- English

Keywords
- Buying Behavior, decision making

Position of the course
Objective of this course is to gain insight in the decision-making and information processing process of consumers and to investigate individual and contextual factors that influence consumer behaviour. Theoretical concepts are discussed, illustrations are made how these concepts are researched in a scientific way and how knowledge of these concepts leads to better decision making by organizations.

Contents
- Decision making (e.g. need recognition, evaluating alternatives, ...)
  - Information processing (e.g. attention, memory, ...)
  - Individual differences (e.g. attitudes, knowledge, involvement, personality, ...)
  - Situational influences (e.g. culture, personal influence, ...)

Initial competences
Meet the requirements of the master. Knowledge of marketing is recommended.

Final competences
1. Having theoretical knowledge of buying behaviour
2. Being able to research and analyze buying behaviour scientifically
3. Being able to critically reflect on domain specific literature
4. Making implications from acquired knowledge for scientific research, organizational policy and marketing programs
5. Being able to formulate and critically evaluate marketing programs based on knowledge of buying behavior
6. Being able to formulate and present acquired insights

Conditions for credit contract
Access to this course unit via a credit contract is determined after successful competences assessment

(Approved)
Conditions for exam contract
  This course unit cannot be taken via an exam contract
Teaching methods
  Lecture, PDE tutorial, seminar, seminar: coached exercises
Extra information on the teaching methods
  PBL - students work on an assignment individually or in group
Learning materials and price
  Powerpoint presentations
  Recent domain specific and scientific literature is provided during classes.
References

Course content-related study coaching
  Handouts from each lesson are provided on Ufora. For questions about theory and exercises, the teacher and assistant can be contacted.
Evaluation methods
  end-of-term evaluation and continuous assessment
Examination methods in case of periodic evaluation during the first examination period
  Written examination with open questions, written examination with multiple choice questions
Examination methods in case of periodic evaluation during the second examination period
  Written examination with open questions, written examination with multiple choice questions
Examination methods in case of permanent evaluation
  Participation, assignment
Possibilities of retake in case of permanent evaluation
  examination during the second examination period is possible in modified form
Calculation of the examination mark
  End-of-Term evaluation (50%), permanent evaluation (50%)