

Syllabus

1. Program information

1.1. Institution	BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle studies	Master Studies
1.6. Education type	Full-time
1.7. Program study	Digital Business and Innovation
1.8. Language study	English
1.9. Academic year	2021-2022

2. Course information

2.1. Name	Consumer Behavior								
2.2. Code									
2.3. Years of studies	2	2.4. Semester	1	2.5. Assessment type	Exam	2.6. Course type	O (Mandatory)	2.7. No. of ECTS	6
2.8. Leaders	Conf. univ. dr. Mădălina Meghișan- Toma				madalina_meghisan@yahoo.com				

3. Total estimated time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	2.00	of which	
		C (C)	1.00
		S (S)	1.00
3.3. Total hours from curriculum	28.00	of which	
		C (C)	14.00
		S (S)	14.00
3.4. Total hours of study per semester (ECTS*25)	150.00		
3.5. Total hours of individual	122.00		
Time distribution for individual study			
Study the textbook, course support, bibliography and notes	45.00		
Further reading in the library, on the online platforms and field	45.00		
Preparing seminars, labs, homework, portfolios and essays	24.00		
Tutoring	3.00		
Examinations	4.00		
Other activities	1.00		

4. Prerequisites

4.1. About curriculum	- Introduction in Marketing
4.2. About skills	

5. Requirements

for C(C)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.
for S(S)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.

6. Skills covered

Professionals	C1	Identification, in-depth analysis, interpretation and development of concepts within the business administration field, in correlation with information technology trends
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7. Course objective

7.1. General objective	The course aims to develop among students the knowledge and skills necessary for a Marketing Responsible position within the Marketing Department of a company or public institution
7.2. Specific objectives	<p>At the end of this course the students will:</p> <ul style="list-style-type: none"> - Understand the stages of a marketing research in order to determine the consumer behavior; - Distinguish a research problem from a marketing problem; - Distinguish the qualitative research characteristics from those of a quantitative research; - Build and test the measuring instruments; - Understand the sampling methods; - Make univariate statistics analysis; - Make bivariate statistics analysis; - Understand the structure of a research report.

8. Course contents

8.1. C(C)		Teaching methods	Advices
1	1.1 Consumer behavior- steps towards marketing research	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	
2	Research problem	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; 	

		- interactive presentations, debates, simulations, mini-case studies;	
3	Secondary data	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
4	Qualitative research	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
5	Quantitative research	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
6	Questionnaire's structure	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
7	Measurement scales in marketing	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
8	Sampling process	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
9	Determining the size of the sample	- lectures and student involvement in lectures with questions, comments, examples;	

		- interactive presentations, debates, simulations, mini-case studies;	
10	Univariate statistics analysis	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
11	Bivariate statistics analysis (1 st part)	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
12	Bivariate statistics analysis (2 nd part)	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
13	Research report (1 st part)	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
14	Research report (2 nd part)	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
<p><i>Bibliography:</i></p> <ol style="list-style-type: none"> Doyle C. - <i>Oxford Dictionary of Marketing</i>, Oxford University Press, U.K, 2011 Kotler Ph., Armstrong G.- <i>Principles of Marketing</i>, Pearson Prentice Hall, 2012 			

8.2. S(S)		Teaching methods	Advices
1	Introductory seminar	- overall seminar presentation; - first student interaction	

		<ul style="list-style-type: none"> - seminar requirement presentation; - presentation of evaluation system at the seminar; - exercises for the Financial Statements, Financial Decision Making and the Law of One Price 	
2	Exercises and discussions on marketing research	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
3	Exercises and discussions on research problem	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
4	Exercises and discussions on secondary data types	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
5	Exercises and discussions on qualitative research	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
6	Exercises and discussions on quantitative research	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
7	Test	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing 	

		case studies and the related exercises;	
8	Exercises and discussions on questionnaire structure	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
9	Exercises and discussions on measurement scales	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
10	Exercises and discussions on sampling stages	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
11	Exercises and discussions on sample size	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
12	Exercises and discussions on univariate statistics analysis	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
13	Exercises and discussions on bivariate statistics analysis	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises; 	
14	Exercises and discussions on the research report	<ul style="list-style-type: none"> - discussing various case studies and specific exercises - student involvement in preparing and discussing 	

		case studies and the related exercises - final conclusions for the seminar - grades communication to each student - grades explanations, if requested	
<p>Bibliography:</p> <ol style="list-style-type: none"> 1. Doyle C. - <i>Oxford Dictionary of Marketing</i>, Oxford University Press, U.K, 2011 2. Kotler Ph., Armstrong G.- <i>Principles of Marketing</i>, Pearson Prentice Hall, 2012 			

9. Course contents corroboration with the demands of epistemic community representatives, professional associations and representative employers

The course content was correlated with local business requirements and International during various professional meetings and debates where the Lecturer took part Lecturer.

10. Assessment

Activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Progressive assessment	Active participation (10), test (30)	40.00
10.2. Final assessment	Summative assessment	Exam	60.00
10.3. Grading scale	Whole notes 1-10		
10.4. Minimum performance standard	Obtaining minimum 50 points		

Completion date,
09.12.2019

Instructors,