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| Course title | **Consumer Behaviour** |
| Semester | Spring semester |
| Faculty / Department | Faculty of Business Studies |
| Professor | Doc. Mirjana Tankosić, PhD |
| ECTS credits | 6 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | 1. The study of consumer behavior.2. Consumer behaviour and marketing strategy.3. Interdisciplinary consumer behaviour.4. Factors of behaving of final consumers - the basis for market segmentation.5. Geographic and demographic factors, behaviour of end consumers.6. Economic and social factors, behaviour of end consumers.7. The psychological and situational factors behaviour of end consumers.8. The process of deciding to buy by the end users.9. Models of deciding to buy by the end users.10. Organizational behaviour as buyers in the industrial market - needs and motives of organizations regarding buying.11. The factors of organizational behaviour regarding buying. 12. The impact of macro -and micro environment of the organization; organizational factors of organizational behaviour regarding buying. 13. Group and individual factors of organizational behaviour regarding buying.14. Decision-making process of organizations regarding buying.15. The models of organizational behaviour as customers. |
| Learning outcomes | Gaining theoretical and practical knowledge in the field of consumer behaviour. By acquiring the above knowledge, students will be able to manage the marketing activities in organizations in the market. |
| Length | One semester. |
| General information | Understanding the factors, processes and behaviour patterns of end consumers and organizations as customers as the basis for defining the marketing strategy. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |