

## SYLLABUS

University year 2022-2023

Year of Study 3 / Semester 1

**1. Information on academic programme**

1.1. University	„1 Decembrie 1918” of Alba Iulia
1.2. Faculty	Faculty of Economic Sciences
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	undergraduate
1.6. Academic programme / Qualification	BUSINESS ADMINISTRATION / 242102 Process improvement specialist, 242104 Responsabil proces, 242110 Specialist in economic performance planning, control and reporting

**2. Information of Course Matter**

2.1. Course	Consumer behavior			2.2. Code	BA 311		
2.3. Course Leader	Conf.univ.dr. Muntean Andreea						
2.4. Seminar Tutor	Lect.univ.dr. Lazea Ruxandra						
2.5. Academic Year	4	2.6. Semester	2	a)Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	O

**3. Course Structure** (Weekly number of hours)

3.1. Weekly number of hours	4	3.2. course	2	3.3. seminar, laboratory	2
3.4. Total number of hours in the curriculum	56	3.5. course	28	3.6. seminar, laboratory	28
Allocation of time:					Hours
Individual study of readers					10
Documentation (library)					14
Home assignments, Essays, Portfolios					18
Tutorials					
Assessment (examinations)					2
Other activities.....					-

3.7 Total number of hours for individual study	44
3.9 Total number of hours per semester	100
3.10 Number of ECTS	4

**3. Prerequisites** (where applicable)

4.1. curriculum-based	<b>Marketing</b>
4.2. competence-based	C1. Proper use of marketing concepts, methods, techniques and tools C2 Use of basic knowledge for explaining and interpreting various types of concepts, situations, processes, projects, etc. associated with the domain C5 Development of professional projects using principles and methods established in the field

**4. Requisites** (where applicable)

5.1. course-related	Room with projector and board
5.2. seminar/laboratory-based	Room with projector and board

### 5. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Professional competences	<p><i>C1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication</i></p> <p><i>C2. Use of basic knowledge for explaining and interpreting various types of concepts, situations, processes, projects, etc. associated with the domain</i></p> <p><i>C4. Appropriate use of standard evaluation criteria and methods to assess the quality, merits and limitations of processes, programs, projects, concepts, methods and theories</i></p>
Transversal competences	-

### 7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>The objective of the discipline is to provide students with the main information related to the consumer's behavior, the purchasing decision mechanism, the influence factors of this behavior.</i>
7.2 Specific objectives of the course	<ul style="list-style-type: none"> <li>- <i>Understanding the concept and concept of consumer behavior;</i></li> <li>- <i>Knowledge of the phases of the purchasing decision-making process and how the buyer makes the purchase decision;</i></li> <li>- <i>Understanding how different directly observable, endogenous, exogenous influences influence consumer behavior and purchasing decision;</i></li> </ul>

### 8. Course contents

8.1 Course	Teaching methods	Observation
1. The notion and dimensions of consumer behavior Notions, concepts and dimensions, defining consumer behavior	<i>Lecture, conversation, exemplification</i>	<p><b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</p> <p>Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003</p>
2. Fundamental theories and global models concerning consumer behavior The marshallian model The pavlovian model The freudian model	<i>Lecture, conversation, exemplification</i>	<p><b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</p> <p>Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003</p>
3. Fundamental theories and global models concerning consumer behavior The veblenian model The hobbesian model	<i>Lecture, conversation, exemplification</i>	<p><b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</p> <p>Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003</p>
4. The purchase decision process – part 1 The emergence of the identified need Searching for information and identifying the alternatives	<i>Lecture, conversation, exemplification</i>	<p><b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de</p>

		<p>curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</p> <p>Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003</p>
<p>5. The purchase decision process – part 2 Mental evaluation of the considered alternatives</p>	<p><i>Lecture, conversation, exemplification</i></p>	<p><b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</p> <p>Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003</p>
<p>6. The purchase decision process – part 3 The result of the evaluation Post - purchase evaluation</p>	<p><i>Lecture, conversation, exemplification</i></p>	<p><b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</p> <p>Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003</p>
<p>7. Directly observable influences on consumer behavior – part 1 Demographic factors Economic factors</p>	<p><i>Lecture, conversation, exemplification</i></p>	<p><b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</p> <p>Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003</p>
<p>8. Directly observable influences on consumer behavior -part 2 Factors specific to the marketing mix Situational factors</p>	<p><i>Lecture, conversation, exemplification</i></p>	<p><b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</p> <p>Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003</p>
<p>9. Endogeneous influences on consumer behavior – part 3 The perceptual process Learning / information</p>	<p><i>Lecture, conversation, exemplification</i></p>	<p><b>2 hours - online</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</p> <p>Cătoiu, I., Teodorescu, N.,</p>

		Comportamentul consumatorului, Ed. Uranus, București, 2003
10. Endogeneous influences on consumer behavior Personality Motivation Attitude Effective behavior	<i>Lecture, conversation, exemplification</i>	<b>2 hours -online</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoi, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003
11. Influențe de natură exogenă asupra comportamentului consumatorului familia grupurile sociale	<i>Lecture, conversation, exemplification</i>	<b>2 hours - online</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoi, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003
12. Exogenous influences on consumer behavior Social class Culture and subculture	<i>Lecture, conversation, exemplification</i>	<b>2 hours - online</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoi, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003
13. Modeling consumer behavior trends in modeling consumer behavior A. Structural schemes of the decision process B. Scheme of the school in Wurzburg C. Scheme of the Katona school	<i>Lecture, conversation, exemplification</i>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoi, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003
14. Modeling consumer behavior A. The scheme of march and simon B. Nicosia model C. Engel Kollat Blackwell Model D. The Howard - Sheth Model	<i>Lecture, conversation, exemplification</i>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoi, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003

<b>Bibliografie:</b> <ol style="list-style-type: none"> <li>1. Balaure, V., ș.a., Marketing, Ed. Marketer, București, 1992</li> <li>2. Blythe, J., Comportamentul consumatorului, Ed. Teora, București, 1998</li> <li>3. Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003</li> <li>4. Kotler, Ph., Managementul Marketingului, Ed. Teora, București, 1997</li> <li>5. Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995</li> <li>6. <b>Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019</b></li> </ol>		
<b>1.2. Seminar-laborator</b>		
<b>1. Elementary processes in addressing consumer`s behavior</b> perceptual process analysis of advertising posters from the perspective of perception	<i>Lecture, conversation, exemplification, exercise,</i>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>2. Elementary processes in addressing consumer`s behavior</b> the learning process the theory of instrumental conditioning and consumer behavior classical conditioning theory and consumer behavior	<i>Lecture, conversation, exemplification, explanation, exercises</i>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>3 Elementary processes in addressing consumer`s behavior</b> attitude and motivation the influence of self-image on consumer behavior	<i>Lecture, conversation, exemplification, explanation, exercises</i>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>4 Dimensions that lead to the manifestation of a certain consumer behavior - practical applications</b> consumer preferences buying skills consumption habits	<i>Lecture, conversation, exemplification, explanation, exercises</i>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în</i>

		<i>format electronic</i>
<b>5 Dimensions that lead to the manifestation of a certain consumer behavior</b> <b>Purchase intentions</b> <b>the image of a product, brands, business unit - case study</b>	<b>Lecture, conversation, exemplification, explanation, exercises</b>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoi, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>6 The purchasing decision-making process - case study</b> <b>the stages of the buying decision process</b>	<b>Lecture, conversation, exemplification, explanation, exercises</b>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoi, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>7 The purchasing decision-making process - practical study</b> <b>decision models</b>	<b>Lecture, conversation, exemplification, explanation, exercises</b>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoi, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>8 The purchasing decision process - a practical study</b> <b>making the purchase decision in the family</b>	<b>Lecture, conversation, exemplification, explanation, exercises</b>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoi, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>9 Measuring consumer attitude</b> <b>the Fishbein Rosenberg model</b>	<b>Lecture, conversation, exemplification, explanation,</b>	<b>2 hours -online</b> Muntean A, Lazea R, Comportamentul

	<i>exercises</i>	consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>10 VALS model of consumer segmentation</b> Consumer segmentation VALS model - exercise	<i>Lecture, conversation, exemplification, explanation, exercises</i>	<b>2 hours -online</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>11 The influence of economic and demographic factors on consumer behavior</b> The influence of economic and demographic factors on consumer behavior	<i>Lecture, conversation, exemplification, explanation, exercises</i>	<b>2 hours – online</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>12 The influence of social groups on consumer behavior - practical applications</b>	<i>Lecture, conversation, exemplification, explanation, exercises</i>	<b>2 hours - online</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>
<b>13 Cultural in fluences on consumer behavior - case study</b>	<i>Lecture, conversation, exemplification, explanation, exercises</i>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003

		<i>Suport de seminarii în format electronic</i>
<b>14 Adopting innovation in consumption - case study</b>	<i>Lecture, conversation, exemplification, explanation, exercises</i>	<b>2 hours – on site</b> Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019  Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003 <i>Suport de seminarii în format electronic</i>

#### **Bibliografie**

1. Balaure, V., ș.a., Marketing, Ed. Marketer, București, 1992
2. Blythe, J., Comportamentul consumatorului, Ed. Teora, București, 1998
3. Cătoiu, I., Teodorescu, N., Comportamentul consumatorului, Ed. Uranus, București, 2003
4. Kotler, Ph., Managementul Marketingului, Ed. Teora, București, 1997
5. Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
6. **Muntean A, Lazea R, Comportamentul consumatorului-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019**

#### **1. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme**

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#### **2. Assessment**

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Final evaluation</i>	<i>Written paper</i>	70%
	-	-	-
10.5 Seminar/laboratory	<i>Content of support for seminars</i>	<i>seminary activities portfolio</i>	30%
	-	-	-
10.6 Minimum performance standard:			
<i>Minimum performance standard:</i> - obtaining the minimum grade 5 (five) - attendance at least 80% of all seminars - minimum 60% attendance at the courses - realization of the semester exercises according to the requirements			

Submission date

21.09.2022

Course leader signature

Conf.univ.dr Muntean Andreea

Seminar tutor signature

Lect.univ.dr. Lazea Ruxandra

Date of approval by Department members

21.09.2022

Departmental head signature

Conf.univ.dr. Maican Silvia Ștefania