

SYLLABUS
Academic year 2024-2025
Year of Study III / Semester I

1. Information on academic program

1.1. University	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation

2. Information of Course Matter

2.1. Course			Consumer behavior			2.2. Code			BA 311			
2.3. Course Leader				Professor PhD. Muntean Andreea								
2.4. Seminar Tutor				Lecturer.PhD. Lazea Ruxandra								
2.5. Academic Year		III	2.6. Semester	I	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)			C

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
a) Individual study of readers					10
b) Documentation (library)					14
c) Home assignments, Essays, Portfolios					18
d) Tutorials					
e) Assessment (examinations)					2
f) Other academic activities (study visits, mentoring, projects)					-

3.7 Total number of hours for individual study (a+b+c)	42
3.8 Total number of hours for academic activities (d+e+f+3.4)	58
3.9 Total number of hours per semester (3.7+3.8)	100
3.10 Number of ECTS	4

4. Prerequisites (where applicable)

4.1. curriculum-based	Marketing, Marketing Research
4.2. competence-based	<i>Collection, processing and analysis of information regarding the interaction between the external environment and the company/organization and regarding consumer behavior</i>

5. Requisites (where applicable)

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

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

Competences/Study	C1. Knowledge, understanding of the basic concepts, theories and methods of the field
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results	and area of specialization; their proper use in professional communication C2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field C4. Appropriate use of standard evaluation criteria and methods, in order to assess the quality, merits and limits of processes, programs, projects, concepts, methods and theories
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"> - Understanding the concept and concept of consumer behavior; - Knowledge of the phases of the purchasing decision-making process and how the buyer makes the purchase decision; - Understanding how different directly observable, endogenous, exogenous influences influence consumer behavior and purchasing decision;

8. Course contents

8.1 Course	Teaching methods	Remarks
1. The notion and dimensions of consumer behavior Notions, concepts and dimensions, defining consumer behavior	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
2. Fundamental theories and global models concerning consumer behavior The marshallian model The pavlovian model The freudian model	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
3. Fundamental theories and global models concerning consumer behavior The veblenian model The hobbesian model	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
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>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
5. The purchase decision process – part 2 Mental evaluation of the considered alternatives	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
6. The purchase decision process – part 3 The result of the evaluation Post - purchase evaluation	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024

		Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
7. Directly observable influences on consumer behavior – part 1 Demographic factors Economic factors	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
8. Directly observable influences on consumer behavior -part 2 Factors specific to the marketing mix Situational factors	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
9. Endogeneous influences on consumer behavior – part 3 The perceptual process Learning / information	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
10. Endogeneous influences on consumer behavior – part 4 Personality Motivation Attitude Effective behavior	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
11. Endogeneous influences on consumer behavior – part 5 Family Social groups	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
12. Exogenous influences on consumer behavior Social class Culture and subculture	<i>Lecture, conversation, exemplification</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
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>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
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>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth

		Worth TX Dryden Press, 1995
Bibliography: <ol style="list-style-type: none"> 1. Muntean A, Consumer Behaviours -course notes, 2024 2. Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995 		
8.2. Seminar		
1. Elementary processes in addressing consumer`s behavior perceptual process analysis of advertising posters from the perspective of perception	<i>Lecture, conversation, exemplification, exercise,</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
1. Elementary processes in addressing consumer`s behavior the learning process the theory of instrumental conditioning and consumer behavior classical conditioning theory and consumer behavior	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
3 Elementary processes in addressing consumer`s behavior attitude and motivation the influence of self-image on consumer behavior	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
4 Dimensions that lead to the manifestation of a certain consumer behavior - practical applications consumer preferences buying skills consumption habits	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
5 Dimensions that lead to the manifestation of a certain consumer behavior Purchase intentions the image of a product, brands, business unit - case study	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995 <i>Seminar suport in electronic format</i>
6 The purchasing decision-making process - case study the stages of the buying decision process	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
7 The purchasing decision-making process - practical study decision models	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995

8 The purchasing decision process - a practical study making the purchase decision in the family	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
9 Measuring consumer attitude the Fishbein Rosenberg model	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
10 VALS model of consumer segmentation Consumer segmentation VALS model - exercise	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
11 The influence of economic and demographic factors on consumer behavior	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
12 The influence of social groups on consumer behavior - practical applications	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
13 Cultural influences on consumer behavior - case study	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
14 Adopting innovation in consumption - case study	<i>Lecture, conversation, exemplification, explanation, exercises</i>	2 hours Muntean A, Consumer Behaviour - course notes, 2024 Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995
Bibliography: <ol style="list-style-type: none"> 1. Muntean A, Consumer Behaviours -course notes, 2024 2. Engel, J.F., Blackwell, R.D., Miniard, P.W., Consumer behaviour, Forth Worth TX Dryden Press, 1995 		

9. 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

The content of this leaflet and implicitly of the course is developed in accordance with the new trends in the field and is structured so that at the end of the course the students acquire professional skills that will facilitate their employment on the labor market or the continuation of their studies in the next cycle.

10. 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>Implication in seminar activities</i>	<i>seminary activities</i> <i>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			

Fill in date
16.09.2024

Course leader signature
Professor PhD. Muntean Andreea

Seminar tutor signature
Lecturer.PhD. Lazea Ruxandra

Approval date in department
16.09.2024

Department director's signature,
Assoc. Prof. PhD. Maican Silvia