eCAMPUS

CONSUMER BEHAVIOR AND
DECISION MAKING ECF4C18

Distance Learning Study Program

CONSUMER BEHAVIOR AND DECISION MAKING (5 ECTS)

COURSE DESCRIPTION

Decision-making plays a fundamental role in both our business and personal lives. It is one of the most essential business skills, regardless of your position at work. Decision-making means change, improvement, development, or enhancement of people, processes, products, and outcomes. At work, it is a crucial component of problem-solving which is a challenge that is repeatedly faced. Employees who can master the skill of making the right decisions take the businesses forward and consequently develop their careers faster than others. The course "Decision Making" aims to give students the skills that will help them to understand decisions, define problems, evaluate options, and make the best choices.

OBJECTIVES

By the end of this course, you will be able to:

1. identify individual, group, and organizational decision-making processes, as well as influencing factors
2. apply process-oriented and problem-solving thinking with effective use of managerial decision-making tools

LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study behavior analytics, including weekly study times, information about the study frequency, measured attendance, and total accumulated study time.

LECTURERS

TBA

LECTURE TOPICS*(tentative)

Class	Topics
1.	Introduction to consumer behavior and decision making
2.	The managerial importance of consumer behavior
3.	The three roles of customers
4.	Market value of consumer behavior
5.	Determining consumer behavior
6.	Trends in consumer behavior
7.	**Middle exam**
8.	The consumer mindset
9.	Consumer decision making
10.	Consumer focused marketing
11.	How to build brand loyalty
12.	Cognitive and affective customer behavior
13.	Customer motivation, needs and emotions
14.	**Final exam**

WORKLOAD

CONSUMER BEHAVIOR AND DECISION MAKING ECF4C18
14 Sessions

		Sessions per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2			2	2	2	2	2	2	2		26
	Workshops											4						4
	Exam preparation							5							5			10
	Case Studies					4												4
	Self Study		2		2				2		2		2					10
	Preparation for class	2	2	2	2	2	2			2	2	2	2	2	2	2		26
	Follow-up for class	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	14
	Final essay paper														10			10
	Course evaluation															2		2
																		106
HRS OF EXAMS										2					2			4
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 2	2	2	2	2	2	2	2		2	2	2	2	2	2	2		28
	TOTAL WORKLOAD PER COURSE (HOURS)																	**138**
	TOTAL ECTS																	**5**