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**Federal State Autonomous Educational Institution
of Higher Education "Peoples' Friendship University of Russia named after Patrice
Lumumba"**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE WORKING PROGRAM

Consumer behaviour

(name of the discipline/module)

Recommended by the MSS for the direction of training/specialty:

38.04.02 «Management»

(code and name of the training area/specialty)

The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):

International marketing and business

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The purpose of the course is to familiarize students with the main processes of consumer market activity, with the mechanisms of formation of a complex of their socio-cultural preferences, values and motivation targets that lead to the emergence and actualization of demand for goods and services.

To achieve this goal, the course solves such important tasks as the analysis of factors of external and internal influence on consumers, the characteristics of the consumer's decision-making process for the development of effective marketing strategies of manufacturing enterprises in a highly competitive consumer market..

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Consumer behaviour" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations	GPC-4.1 Uses modern methods, technologies and tools for managing project and process activities in the company GPC-4.2 Applies modern management practices, leadership and communication skills in process and project activities GPC-4.3 Identifies and evaluates new market opportunities for the development of innovative areas of the company GPC-4.4 Develops, based on the use of modern methods of business positioning, the development strategies of companies and the corresponding business models
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	PC-1.1 Knows the goals, stages and procedures for conducting marketing research PC-1.2 Able to work with digital data, assess its sources and relevance PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities

Code	Competence	Competence achievement indicators (within this course)
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets PC-5.2 Knows the specifics of working with various promotion tools at the international level PC-5.3 Knows how to navigate modern methods of promotion in international markets PC-5.4 Is able to develop strategic marketing solutions in the field of advertising PC-5.5 Knows how to plan an advertising campaign PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Consumer behaviour" refers to the variable component formed by the participants of the educational relations of the block B1.O.02.04 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Consumer behaviour".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

Code	Competence name	Previous courses	Next courses
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations	Finance organization Marketing management in international companies Corporate marketing at global markets International Marketing Management Research Methodology	
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	Finance organization Marketing management in international companies Corporate marketing at global markets International Marketing Management Research Methodology	

PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Finance organization Marketing management in international companies Corporate marketing at global markets International Marketing Management Research Methodology	
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* - filled in according to the competence matrix and the SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Consumer behaviour" is 4 credits.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Semesters			
		1	2	3	4
<i>Contact academic hours</i>	144			144	
Lectures LTR	18			18	
Lab works LW					
Seminars SS	18			18	
<i>Self-study, academic hours</i>	81			81	
<i>Evaluation and assessment</i>	27			27	
Course workload	academic hours	144		144	
	credits	4		4	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

	Course part topics	Work type
Topic 1. Theoretical foundations of consumer behavior. Types of consumer behavior assessments.	Consumer behavior and marketing. Evolution of the role of consumers in marketing. Characteristics of the main categories of consumer behavior. Goals, objectives and methods of studying consumer behavior	LTR

Topic 2. Factors of external influence on consumers	The influence of culture on consumer behavior. Diversity of cultures and globalization of consumption. The im-	LTR, SS
	Course part topics	Work type
	portance of reference groups in consumer behavior. The role of the family and the household. Social stratification, social status and consumption.	
	Perception and processing of information. Methods of training consumers. Motivation, personality and emotions in consumer behavior. Personal values, lifestyle and consumer resources. Psychographics of the consumer profile.	LTR, SS
Topic 3 Internal factors consumer behavior.	Situational factors in the decision-making process. Types of situations and factors of situational influence. A model of the consumer acceptance process. Variables that shape the decision-making process. Types of decision-making process. Factors influencing the expansion of the problem solution.	LTR, SS
	The market of industrial goods. The market of intermediate sellers. The market of public institutions.	LTR, SS
Topic 4. Characteristics of the purchase decision-making process in the consumer and business markets.	The process of consumer awareness of the need for a product. The relationship of awareness of the need in the process of making a consumer purchase decision with the objectives of marketing activities. Identification and measurement of consumer problems, the marketer's reaction to the consumer's awareness of their problems.	LTR, SS
Topic 5. Consumer awareness of the need for the product and information search.	Characteristics of the information search stage of the product. Internal and external search, types, sources of information. The process of information assessment.	LTR, SS
Topic 6. Making a purchase decision	Determination of the choice options. The decision to evaluate the selected options. Classical hierarchical models, a weak involvement model, and an extended model.	LTR, SS

<p>Topic 7. Consumer behavior models focused on benefits, image, behavioral aspects.</p>	<p>Types of purchases (fully planned, partially planned, unplanned). Characteristics of the factors influencing the purchase. Retail trade and the purchase process. In-store purchase factors: exposure, price, its layout and atmosphere, sales staff, the situation of lack of goods. Product display as a factor of influence on consumer behavior. Establishing</p>	<p>LTR, SS</p>
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	Course part topics	Work type
	contact with the consumer: integrated marketing communications.	

* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

* - the audience for independent work of students must be specified!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main literature

1. . David L. Mothersbaugh, Del I. Hawkins, Susan Bardi Kleiser, Amit Mookerji, Consumer Behavior : Building Marketing Strategy, McGraw Hill; Standard Edition, 2022, 776 pages, ISBN 9355321503

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers

- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>

- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com

- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znaniy.com" - access to the main collection is granted

Electronic resources for educational activities

*Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>
eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*

RSL Dissertations Access mode: <https://dvs.rsl.ru/?>

BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>

Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>

East View. Collection "Statistical publications of Russia and CIS countries"

Grebennikon Access mode: <http://grebennikon.ru/>

LexisNexis Access Mode: <http://academic.lexisnexis.eu>

Search engines: Yandex (yandex.ru), Google (google.ru).

Information and reference portals

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "Consumer behaviour" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Consumer behaviour" are presented in the Appendix to this Work Program of the discipline.

Developers:

Associate Professor of the Marketing Department

Chernikov S.U.

Signature

Full name

**Faculty name and head:
Dean of the Faculty of Economics**

Andronova I.V.

Signature

Full name

**Head of department:
Marketing dept head**

A.M. Zobov.

Signature

Full name

Appendix to the Work program of the discipline " Consumer behaviour"

APPROVED
At the meeting of the Department of Marketing
" _____ " _____ 2022, Protocol no. ____
Head of the Marketing Department
_____ Zobov A.M.

**EVALUATION TASK FUND
FOR THE COURSE**

Consumer behaviour

(COURSE NAME)

38.04.02 «Management»

(code and name of the training area)

International Marketing and business

(name of the training profile)

Master

Qualification (degree) of the graduate

	Total		10	10	10	15	10		27	8	10	100
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Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

Point-rating system of knowledge assessment, rating scale

BRS points	Traditional assessments of the Russian Federation	ECTS scores
95 – 100	Excellent – 5	A (5+)
86 – 94		B (5)
69 – 85	Good – 4	C (4)
61 – 68	Satisfactory – 3	D (3+)
51 – 60		E (3)
31 – 50	Unsatisfactory – 2	FX (2+)
0 – 30		F (2)
51 - 100	Test	Passed

Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed, most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Fund of evaluation funds for conducting intermediate certification of students in the discipline

Materials for assessing the level of mastering the educational material of the discipline (evaluation materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

The program is compiled in accordance with the requirements of the OS in the RUDN