

Fogyasztói magatartás elemzése angolul

GTMSK-103AB

	Date	Topics
1	September 6	An Introduction to Consumer Behaviour
2	September 13	Perception and interpretation, Learning and memory, Motivation, Values and involvement
3	September 20	Attitudes, Attitude change and interactive communication, The self
4	September 27	Individual decision-making
5	October 4	Shopping, buying, evaluating and disposing, Group influence and opinion leadership
6	October 11	European family structures and household decision-making
7	October 18	Income and social class
8	October 25	Age subcultures
9	November 1	Culture and consumer behaviour, Cultural change processes
10	November 8	CB models
11	November 15	Assessment of consumer satisfaction, Consumer Protection
12	November 22	Test
13	November 29	New times, New Customers: Trends in CB
14	December 6	The E-Consumer, Environmentally conscious consumption

Requirements and assessment

Written Test. Team work. Presentation.

Literature

- PowerPoint Presentation
- Solomon M, Bamossy, G and Askegaard, S, (2010), Consumer Behaviour: A European Perspective, Prentice Hall Europe

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