

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230406</b>	<b>SEMESTER</b>	<b>4th</b>
<b>TITLE</b>	<b>CONSUMER BEHAVIOR</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures, Laboratory Exercises		3	5
<b>COURSE TYPE</b>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<ol style="list-style-type: none"> <li>1. Knowledge: Description of the concept and content of consumer behavior through an integrated and holistic approach, providing knowledge about the formation of consumer preferences, attitudes, decision-making process, and behavior.</li> <li>2. Understanding: Upon completion of the course students have the opportunity to distinguish the factors that can determine and shape consumer behavior.</li> <li>3. Application: Students are allowed to apply the available theoretical models in practice, examine the whole consumer behavior behind the choices of individuals, and make the necessary changes for the company to be able to achieve its goals.</li> <li>4. Analysis: Students can combine fundamental concepts and approaches to consumer behavior and develop skills to understand and shape the consumer experience.</li> <li>5. Composition: Students can understand the psychological and cultural processes that govern consumer behavior and suggest possible changes in a business strategy, aimed at influencing consumer behavior.</li> <li>6. Evaluation: Upon completion of the course, students can evaluate the implications of consumer behavior, and judge the impact of available media on consumer behavior.</li> </ol>
<b>General Skills</b>
<p>The student through the course will develop skills:</p> <ul style="list-style-type: none"> <li>• In decision making</li> </ul>

- In the analysis and synthesis of data and information
- In autonomous work
- In work in an interdisciplinary environment
- In exercising criticism and self-criticism

### 3. COURSE CONTENT

1st: Basic concepts of consumer behavior  
 2nd: The concepts of perception and attitudes in consumer behavior  
 3rd: Theoretical approaches to consumer behavior  
 4th: Purchasing decision-making process  
 5th: Case Study A.  
 6th: Factors influencing consumer behavior  
 7th: Understanding and shaping the consumer experience  
 8th: Formulation of the marketing mix and consumer behavior  
 9th: The importance of consumer satisfaction  
 10th: Business strategy and consumer behavior  
 11th: Innovation and consumer behavior  
 12th: Management of consumer behavior before and after the purchase  
 13th: Case Study C.

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	In class	
<b>ICT USE</b>	ICT	
<b>TEACHING ORGANIZATION</b>	<b>Activities</b>	<b>Working Load per Semester</b>
	Lectures	39
	Thesis Writing	40
	Project Presentation	20
	Interactive Teaching	40
	Bibliographic study and analysis	11
	Σύνολο Μαθήματος	150
<b>ASSESSMENT</b>	<p>Written exams and elaboration of a semester paper. The test material is posted on Moodle and time is spent before the test on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>	

### 5. REFERENCES

***-Suggested bibliography:***

- Siomkos, G. 1st Book [77107390]: Consumer Behavior, 5th edition, ISBN: 9789925563654, Broken Hill Publishers LTD.
- Mavridis S. 2nd Book, Book [68386050]: Consumer Behavior: The Consumer Behavior of the Greeks.