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| **Blida 2 university** | **A green circle with a red triangle and black text  Description automatically generated** | **Ali Lounici University** |

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|  (SYLLABUS)  |

**Course Name**

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| **ENGLISH** |

1. . Concerned students.

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| --- | --- |
| Faculty | Faculty of Economics, Trade and Management |
| Department | Trade studies department |
| Grade | 3 year |
| Specialty/field / division | Marketing |
| Semester | 5 |
| Academic year | 2023/2024 |

1. Familiarize with the teaching materials.

|  |  |
| --- | --- |
| Course name | Consumer Behaviour |
| Education unit |  |
| The number of credits | 6 |
| Nature of Teaching | In person |
| Coefficient | 3 |
| Weekly volume | 1,5 hours per week |

1. **Instructor information**

|  |  |
| --- | --- |
| Name and Surname | Didouh Karimane |
| Grade | Assistant teacher grade “A” |
| Email | k.didouh@univ-blida2.dz |
| Phone number | 07.90.86.96.18 |

1. Special Educational Needs

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| --- | --- |
| **Learning Resources**  |  |
| General goal |  As a consumer we are all unique and this uniqueness is reflected in the consumption pattern and process of purchase. The study of consumer behaviour provides us with reasons why consumer differ from one another in buying/ using products and services. |
| **Learning Objectives**  | 1. Understand a simple model of consumer buying behaviour.
2. Tell how culture, subculture and social class influence consumer buying behaviour.
3. Describe Consumer's personal characteristics and psychological factors affect buying decisions.
4. Name the stages of the buyers decisions and explain them.
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1. The content of the educational material

|  |  |
| --- | --- |
| The first axis | Consumer Behaviour Models |
| The second axis | Characteristics effecting Consumer Behaviour |
| The third axis | Social Factors |
| The fourth axis | Personal Factors |
| The fifth axis | Psychological Factors |
| The sixth axis | Consumer Decision Process |
| The seventh axis | Types of Buying Decision Behaviour |
| The eighth axis | The Buying Decision Process |
| The ninth axis | The Buyer Decision Process in case of New Products |
| The tenth axis |  |
|  |  |
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1. . References

|  |  |
| --- | --- |
| 01 | Michael R. Solomon, Consumer Behavior: Buying, Having, and Being, Pearson EducationLimited, 10th edition , Global Edition , (2013) |
| 02 |  |
| 03 |  |
| 04 |  |
| 05 |  |
| 06 |  |

1. **Assessments**

|  |  |  |
| --- | --- | --- |
| Assessments per percent | Marks | Assessments |
| Exam |  |  |  |  |
| Partial exam |  |  |  |  |  |
| Directed works (research: preparation/presentation) |  |  |  |  |  |
| Practical work |  |  |  |  |  |
| Individual project |  |  |  |  |  |
| Group work (within a team) |  |  |  |  |  |
| Field trips |  |  |  |  |  |
| Attendance (attendance/absence) |  |  |  |  |  |
| Other items (sharing) |  |  |  |  |  |
| For the material taught in the form |  |
| The nature of its evaluation |  |
| Course average |  |

1. **Course Schedule**

|  |  |
| --- | --- |
| The week | The content of the lecture or lesson |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |
| 11 |  |
| 12 |  |
| 13 |  |
| 14 |  |
| End-of-the-semester exam (examination date determined by the administration) |
| Course remedial exam (examination date determined by the administration) |

1. The personal works prescribed forthis course

|  |  |
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| 1 |  |
| 2 |  |
| 3 |  |
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1. .**Course Policies**

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| Rule 1 |  |
| Rule 2 |  |
| Rule 3 |  |
| Rule 4 |  |

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| Authority approvals |
| Head of Department | **Field, branch, or specialization officer (depending on the level)** | **The professor= responsible** | **Vice dean charge of pedagogy** |
| **field** | **Academic division** | **Specialization** |
|  |  |  |  |  |  |
| Important note: After approving the subject guide at the beginning of each semester, it will be published on the official website of the university institution. |