

Subject card

Subject name and code	Contemporary Consumers - Rational or Emotional?, PG_00102451						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English The course is conducted in English and requires at least an upper-intermediate (B+) level of language proficiency.		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Nikodemka-Wołowik				
	Teachers		dr hab. Anna Nikodemka-Wołowik				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	Students will be prepared to understand the determinants of consumer behaviour and the principles of the purchasing process, shaped by both rational and emotional factors.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	The student has knowledge of the human being as a consumer, making purchasing decisions, acting individually or within social structures, and engaging in various market activities.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_U10] has an advanced ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate	The student has advanced skills in preparing and delivering specialised oral presentations in English on consumer-related issues in economic and social contexts, using relevant data sources and academic literature in the field of behavioural economics.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	The student is able to apply acquired knowledge to describe and analyse economic and social phenomena related to consumers, formulate independent opinions, and critically select data and analytical methods based on the achievements of economic and social sciences.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[EKONMU2_W03] has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	The student possesses in-depth knowledge of the relationships between economic phenomena, entities, and organisations, as well as public institutions operating at national, international, and intercultural levels, with particular emphasis on the role of the contemporary consumer functioning in the digital era, within the framework of sustainable development and a data-driven economy	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	The student has knowledge of the human being as a consumer, making purchasing decisions, acting individually or within social structures, and engaging in various market activities.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	Able to collaborate effectively in a team, including in international settings, also taking on a leadership role.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student accurately identifies, analyses, and resolves dilemmas and alternative solutions related to professional practice, with particular attention to challenges involving consumer needs, rights, and behaviours in a dynamic and evolving market environment.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[EKONMU2_W10] knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources	The student knows and understands the basic concepts and principles of intellectual property protection, particularly industrial property and copyright law, especially from the consumer's perspective	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	The student is prepared to face challenges related to the fundamental dilemmas of the modern global economy, in which consumers play a significant role; they understand the necessity of implementing sustainable development and corporate social responsibility, taking into account the well-being of the consumer.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	Understands the relationships between companies and institutions, which helps better assess the impact of their actions on consumers.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSGMU2_W08] knows and understands the terms and principles of intellectual (industrial) property protection and copyright law; understands the necessity of intellectual property management	The student knows and understands the basic concepts and principles of intellectual property protection, particularly industrial property and copyright law, especially from the consumer's perspective	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	The student is able to classify consumer risks in an international market environment, identify the factors that intensify them, and propose methods for their reduction.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSGMU2_W07] has an in-depth knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	Familiar with the legal, ethical, and organizational principles governing the international market and their impact on the range and quality of services offered to consumers.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	The student correctly identifies, diagnoses, and resolves dilemmas related to the profession in an international environment, and is prepared to be guided in their professional life by business ethics and social responsibility, showing respect for others and loyalty to their employer	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[EKONMU2_K01] recognises the importance of knowledge in the field of economics in the process of identifying and solving economic problems and of consulting experts when having difficulties in solving them independently	Able to analyze economic problems and use expert knowledge to better protect consumer interests.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	The student is able to correctly interpret and explain economic and social phenomena, analyse their causes, development, and interrelations, using acquired knowledge in economics, international economic relations, and consumer behaviour.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
Subject contents	1. Basic terms: buyer, consumer, decision-maker. 2. Psychological determinants among the influences of consumer behaviour. 3. Situational factors and their impact on consumer behaviour. 4. Emotional decisions and their role in purchasing process. 5. Significance of consumer risk and cognitive dissonance theory. 6. Classification of consumer risks. 7. Decision making process in the conditions of an increased risk. 8. Can be the Veblens theory applicable to contemporary consumer research? 9. Emotions, action, thinking - is this a mode of consumer behaviour in XXI century? 10. Shaping relations: consumers and brands. 11. Variety of disciplines used in consumer research. 12. Neurology and neuropsychology in consumer research. 13. Ethical aspects of the advanced research techniques. 14. Human emotions and cultural conditions. 15. Which economic theories can reflect contemporary consumer behaviour? (most of the aforementioned themes for 2 meetings) 16. Influence of the worldwide crisis (pandemic, war, etc.) on consumer habits.		

Prerequisites and co-requisites	Prerequisites: a) a few key areas that should be known include: elements of marketing, marketing strategy, and the basics of marketing research; b) the course is conducted in English and requires at least an upper-intermediate (B+) level of language proficiency.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	50.0%
	team presentation	51.0%	25.0%
	active participation in lectures	51.0%	25.0%
Recommended reading	Basic literature	1. Foxall G., Advanced Introduction to Consumer Behavior Analysis, Edward Elgar Publishing, Cheltenham 2017. 2. Nikodemska-Wołowik, A. M., Wach, D., Andruszkiewicz, K., & Otukoya, A. (2021). Conscious shopping of middle-classconsumers during the pandemic: Exploratory study in Mexico, Nigeria, Poland, and Sri Lanka. International Journal of Management and Economics, 57(3), 209-219. 3. Solomon, M., Consumer Behavior: Buying, Having, and Being, Pearson, Boston 2017.	
	Supplementary literature	1. Hackett P.M.W. (ed.), Qualitative Research Methods in Consumer Psychology: Ethnography and Culture, Routledge, Taylor & Francis, New York 2016. 2. Morin Ch., Renvoise P., The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime, J. Wiley & Sons, New Jersey 2018. 3. Poier, S., Nikodemska-Wołowik, A. M., & Suchanek, M. (2022). How higher-order personal values affect the purchase of electricity storage - evidence from the German photovoltaic market. Journal of Consumer Behaviour, 21, 909-926. https://doi.org/10.1002/cb.2048	
	eResources addresses		
Example issues/ example questions/ tasks being completed	For example: Social, cultural, and intercultural determinants of consumer behaviour.		
Work placement	Not applicable		

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