

Subject card

Subject name and code	Consumer Behavior, PG_00178240						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Liwia Delińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	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	60		4.0		61.0	125
Subject objectives	The aim of the course is to present the essence of an interdisciplinary approach to consumer behavior and to understand its determinants. Students should grasp the consumer decision-making process and learn about emerging market trends in consumer behavior, enabling them to plan effective marketing strategies. Additionally, the course aims to cultivate conscious and prosocial consumer attitudes among students.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_U02] The student can identify problems related to the organization's functioning, its processes, and its relations with the environment and propose adequate solutions.	The student identifies problems associated with recognizing and forecasting consumer behavior and presents possible marketing solutions.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[ZARZL3_W06] The student has advanced knowledge and understanding of the principles of rational decision-making about individual resources, functional areas in the organization, processes, and management levels.	The student explains the mechanisms of consumer decision-making and analyzes them in the context of choice rationality and marketing strategies.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[ZARZL3_W03] The student has advanced knowledge and understanding of the nature and dynamics of the organization's relationship with stakeholders, the phenomena, processes, and interrelationships occurring in the organization's environment, and their impact on its functioning.	The student explains how social, cultural, and economic factors influence consumer behavior and the relationship between the organization and its environment.	[SW1] oral statement/conversation/discussion
	[ZARZL3_W04] To an advanced degree, the student knows and understands a person's role, place, and behaviour in an organization, both in individual, group, and organizational dimensions.	The student analyzes consumer behavior at both the individual and group levels and describes its impact on organizational activities.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_U06] The student can use and integrate knowledge of management and quality sciences, economics, and finance to resolve dilemmas and complex management problems that arise in professional work.	The student applies and integrates knowledge from management and quality sciences, particularly marketing, to analyze and solve complex market problems related to consumer behavior.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
Subject contents	1. Introduction to consumer behavior 2. Simple and complex models of buying behavior 3. Consumer decision-making process 4. Purchase journey and consumer experiences 5. Psychological determinants of consumer behavior 6. Social and cultural determinants of consumer behavior 7. Technological determinants of consumer behavior 8. Consumer satisfaction research 9. Trends and changes in consumer behavior		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	50.0%
	project work with final presentation	51.0%	50.0%
Recommended reading	Basic literature	1. K. Mazurek-Łopacińska, Zachowania konsumentów na współczesnym rynku, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2021. 2. M. Bartosik-Purgat (red.), Zachowania konsumentów. Globalizacja, nowe technologie, aktualne trendy, otoczenie społeczno-kulturowe, Wydawnictwo Naukowe PWN, Warszawa 2022. 3. K. Stasiuk, D. Maison, Psychologia konsumenta, Wydawnictwo Naukowe PWN, Warszawa 2022.	
	Supplementary literature	Materials prepared by the lecturers.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	1. List and explain the models of consumer behavior 2. Characterize the factors that determine consumer behavior
Work placement	Not applicable

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