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ФИО: Ястребов Олег Александрович
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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE SYLLABUS

Consumer behavior

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

The course instruction is implemented within the professional education programme of higher education:

International marketing and business

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The purpose of the course is to familiarize students with the main processes of consumer market activity, with the mechanisms of formation of a complex of their socio-cultural preferences, values and motivation targets that lead to the emergence and actualization of demand for goods and services.

To achieve this goal, the course solves such important tasks as the analysis of factors of external and internal influence on consumers, the characteristics of the consumer's decision-making process for the development of effective marketing strategies of manufacturing enterprises in a highly competitive consumer market..

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Consumer behaviour" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations	GPC-4.1 Uses modern methods, technologies and tools for managing project and process activities in the company GPC-4.2 Applies modern management practices, leadership and communication skills in process and project activities GPC-4.3 Identifies and evaluates new market opportunities for the development of innovative areas of the company GPC-4.4 Develops, based on the use of modern methods of business positioning, the development strategies of companies and the corresponding business models
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	PC-1.1 Knows the goals, stages and procedures for conducting marketing research PC-1.2 Able to work with digital data, assess its sources and relevance PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities

Code	Competence	Competence achievement indicators (within this course)
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets PC-5.2 Knows the specifics of working with various promotion tools at the international level PC-5.3 Knows how to navigate modern methods of promotion in international markets PC-5.4 Is able to develop strategic marketing solutions in the field of advertising PC-5.5 Knows how to plan an advertising campaign PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Consumer behaviour" refers to the variable component formed by the participants of the educational relations of the block B1.O.02.04 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Consumer behaviour".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

Code	Competence name	Previous courses	Next courses
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations	Finance organization Marketing management in international companies Corporate marketing at global markets International Marketing Management Research Methodology	
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	Finance organization Marketing management in international companies Corporate marketing at global markets International Marketing Management Research Methodology	

PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Finance organization Marketing management in international companies Corporate marketing at global markets International Marketing Management Research Methodology	
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* - filled in according to the competence matrix and the SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Consumer behaviour" is 4 credits.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering		Course workload, academic hours	Semesters			
			1	2	3	4
<i>Contact academic hours</i>		144			144	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		18			18	
<i>Self-study, academic hours</i>		81			81	
<i>Evaluation and assessment</i>		27			27	
Course workload	academic hours	144			144	
	credits	4			4	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

	Course part topics	Work type
Topic 1. Theoretical foundations of consumer behavior. Types of consumer behavior assessments.	Consumer behavior and marketing. Evolution of the role of consumers in marketing. Characteristics of the main categories of consumer behavior. Goals, objectives and methods of studying consumer behavior	LTR
Topic 2. Factors of external influence on consumers	The influence of culture on consumer behavior. Diversity of cultures and globalization of consumption. The importance of reference groups in consum-	LTR, SS

	Course part topics	Work type
	er behavior. The role of the family and the household. Social stratification, social status and consumption.	
	Perception and processing of information. Methods of training consumers. Motivation, personality and emotions in consumer behavior. Personal values, lifestyle and consumer resources. Psychographics of the consumer profile.	LTR, SS
Topic 3 Internal factors consumer behavior.	Situational factors in the decision-making process. Types of situations and factors of situational influence. A model of the consumer acceptance process. Variables that shape the decision-making process. Types of decision-making process. Factors influencing the expansion of the problem solution.	LTR, SS
	The market of industrial goods. The market of intermediate sellers. The market of public institutions.	LTR, SS
Topic 4. Characteristics of the purchase decision-making process in the consumer and business markets.	The process of consumer awareness of the need for a product. The relationship of awareness of the need in the process of making a consumer purchase decision with the objectives of marketing activities. Identification and measurement of consumer problems, the marketer's reaction to the consumer's awareness of their problems.	LTR, SS
Topic 5. Consumer awareness of the need for the product and information search.	Characteristics of the information search stage of the product. Internal and external search, types, sources of information. The process of information assessment.	LTR, SS
Topic 6. Making a purchase decision	Determination of the choice options. The decision to evaluate the selected options. Classical hierarchical models, a weak involvement model, and an extended model.	LTR, SS
Topic 7. Consumer behavior models focused on benefits, image, behavioral aspects.	Types of purchases (fully planned, partially planned, unplanned). Characteristics of the factors influencing the purchase. Retail trade and the purchase process. In-store purchase factors: exposure, price, its layout and atmosphere, sales staff, the situation of lack of goods. Product display as a factor of influence on consumer behavior. Establishing contact with the consumer: integrated marketing communications.	LTR, SS

	Course part topics	Work type

* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized education-laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

* - the audience for independent work of students must be specified!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main literature

1. Draganchuk, L. S. Consumer behavior : textbook / L. S. Draganchuk. - Moscow : INFRA-M, 2024. - 192 c. - (Higher education: Bachelor's degree). - ISBN 978-5-16-018917-8. - Text : electronic. - URL: <https://znanium.com/catalog/product/2079164>.
2. Shalnova, O. A. Consumer behavior in cross-cultural marketing : textbook / O. A. Shalnova, E. Y. Deputatova, N. V. Rebrikova ; ed. by O. A. Shalnova. - Moscow : Publishing and Trading Corporation "Dashkov and K°", 2024. - 190 c. - ISBN 978-5-394-05845-5. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2161330>

Additional literature

- 1) Kazakov, S. P. Influence of social media on consumer behavior in the hospitality industry and tourism : a monograph / S. P. Kazakov. - Moscow : RIOR : INFRA-M, 2024. - 98 c. - (Scientific thought). - DOI: <https://doi.org/10.12737/7348>. - ISBN 978-5-369-01453-0. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2079623>

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znanium.com " - access to the main collection is granted

Electronic resources for educational activities

*Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>
eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*

RSL Dissertations Access mode: <https://dvs.rsl.ru/?>

BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>

Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>

East View. Collection "Statistical publications of Russia and CIS countries"

Grebennikon Access mode: <http://grebennikon.ru/>
LexisNexis Access Mode: <http://academic.lexisnexis.eu>
Search engines: Yandex (yandex.ru), Google (google.ru).

Information and reference portals

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "Consumer behaviour" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Consumer behaviour" are presented in the Appendix to this Work Program of the discipline.

Developers:

Associate Professor of the Marketing Department

Chernikov S.U.

Signature

Full name

Head of Marketing department

Lukina A.V.

Signature

Full name

Head of EP HE Marketing dept

Zobov. A.M.

Signature

Full name