UNIVERSITY OF SKÖVDE

TRANSLATION FROM SWEDISH

COURSE SYLLABUS

Consumer Behaviour G1F

7.5 credits

Course code: FÖ359G
Version number: 1
Valid from: 1 January 2027
Ratified by: Curriculum Committee for Business
Date of ratification: 5 May 2026

1. General information about the course

The course is provided by the University of Skövde and is named Consumer Behaviour G1F (Konsumentbeteende G1F). It comprises 7.5 credits and is a first-cycle course. The level of progression is G1F.

The course is a part of the main field of study in Business Administration. The disciplinary domain of the course is Social Sciences.

2. Entry requirements

The course has the following entry requirements: passed FÖ141G Marketing Management I G1N **or** attended FÖ141G Marketing Management I G1N and passed courses of at least 30 credits in Business Administration, Industrial Management, Logistics, Law, Statistics, Economics or Social Psychology.

3. Course content

The course introduces central theories and perspectives in consumer behaviour and examines how consumers select, purchase, use and evaluate products and services, with a focus on the interplay between psychological factors (e.g., motivation, perception, learning and identity) and social and cultural influences. The course emphasizes that consumption is not only about functional needs but also involves symbolic values and self-expression, and it links individual decision-making processes to broader market and societal contexts. The course consists of a number of assignments aimed at applying course theories to empirical situations in different contexts and environments.

4. Objectives

After completed course the student should be able to:

Knowledge and Understanding

- demonstrate knowledge of and explain central theories, concepts and perspectives in consumer behaviour
- demonstrate understanding of psychological, social, cultural and other factors influencing consumer behaviour and consumption patterns

Skills and Abilities

- apply theories and concepts in consumer behaviour to analyze consumer behaviour in different contexts
- identify and analyze consumption-related phenomena through empirical tasks and theoretical interpretation

Judgement and Approach

- evaluate theories and perspectives in consumer behaviour
- reflect on the role of consumer behaviour in society, including ethical and sustainability-related aspects

5. Examination

The course is graded A (Excellent), B (Very good), C (Good), D (Satisfactory), E (Sufficient) or F (Fail).

The final grade is awarded once all examination components have been successfully completed.

The examinations of the course consist of the following modes of assessment:

- **Individual project**
  4.5 credits, grades: A/B/C/D/E/F (determines the final grade)
- **Seminars**
  3 credits, grades: G/U

Students with a permanent disability who have been approved for directed educational support may be offered adapted modes of assessment.

6. Types of instruction and language of instruction

Teaching consists of lectures, seminars and individual project work.

The teaching is conducted in English.

7. Course literature and other educational materials

Anderson, M. T. (2012). *Feed*. ISBN 9780763662622.

Solomon, M. R. & Russell, Cristel, A. (2024). *Consumer Behavior: Buying, Having and Being* (Fourteenth ed.). Pearson. ISBN 9781292452340.

Any edition of the book "Feed" can be used.

A selection of scientific articles.

8. Student influence

Student influence in the course is ensured by means of course evaluation. The students are informed about the results of the evaluation and potential measures that have been taken or are planned, based on the course evaluation.

9. Additional information

The content of the course corresponds completely or partially with the following course(s) and cannot be included in the required credits of a degree qualification:

- FÖ321G - Consumer Behaviour G1F 7.5 credits

Further information about the course, as well as national and local governing documents for higher education, is available on the website of the University of Skövde.