

Course Unit Title:	Consumer Behavior and Social Media
Course Unit Code:	MAR209
Type of Course Unit: (Compulsory/Optional)	Optional
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	3
Semester when the unit is delivered:	5
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
<p>Learning Outcomes of the course unit: Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss the importance of understanding consumers • Explain the various factors/variables that affect consumer behavior. • Critically explain how and why communication influences consumer behavior • Assess the role of different research traditions in understanding audiences • Identify the nature and characteristics of a given audience • Explain the cognitive processing of audiences • Discuss the importance and foundations of an effective communicator-audience relationship 	
Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	MAR101
Recommended optional program components:	None
<p>Course Contents: Objectives: The course aims at providing students theories and models for understanding and analyzing audience behavior.</p> <p>Description: Areas to be covered:</p> <ul style="list-style-type: none"> • Models of consumer behaviour • The role of communication in consumer behaviour • Typologies of audiences: duality of audience, audience as group or public, models of 	

the audience-sender relationship

- Audience research: goals and alternative traditions
- Audience analysis: characteristics of target audiences (such as demographics, psychographics)
- Communicator-audience relationship
- Audience analytics

<p>Required or Recommended Reading:</p>	<p>Solomon, M. Consumer Behavior: Buying, Having and Being, Pearson Prentice Hall.</p> <p>McQuail, D. Audience Analysis, Sage Publications Ltd.</p> <p>Okongo, A. Audience Analysis in Skilled Communication, Author House, U.S.A.</p> <p>McQuail, D. McQuail's Mass Communication Theory, Sage Publications Ltd.</p> <p>Mowen, Consumer Behavior, Prentice Hall</p>								
<p>Planned learning activities and teaching methods:</p>	<table border="1"> <tr> <td data-bbox="607 1020 1149 1113">Class Instruction</td> <td data-bbox="1149 1020 1469 1113">42 Hours</td> </tr> <tr> <td data-bbox="607 1113 1149 1205">Consultation/Case Study /Visits</td> <td data-bbox="1149 1113 1469 1205">15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation/Case Study /Visits	15 Hours				
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<p>Assessment methods and criteria:</p>	<table border="1"> <tr> <td data-bbox="607 1205 1166 1276">Examinations</td> <td data-bbox="1166 1205 1469 1276">65%</td> </tr> <tr> <td data-bbox="607 1276 1166 1318">Assignments</td> <td data-bbox="1166 1276 1469 1318">25%</td> </tr> <tr> <td data-bbox="607 1318 1166 1360">Class Participation</td> <td data-bbox="1166 1318 1469 1360">10%</td> </tr> <tr> <td data-bbox="607 1360 1166 1425"></td> <td data-bbox="1166 1360 1469 1425">100%</td> </tr> </table>	Examinations	65%	Assignments	25%	Class Participation	10%		100%
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<p>Language of Instruction:</p>	<p>English</p>								
<p>Work Placement(s):</p>	<p>No</p>								
<p>Place of Teaching:</p>	<p>Regular Classroom European University Cyprus, Nicosia</p>								