

Consumer Choices

Customer Journey - Digital and creative

Semester: Spring 2026

Instructor: Professor Ilijana Petrovska

Period: Spring 2026

Contact hours: 36

Home assignments and home hours: 28 hours

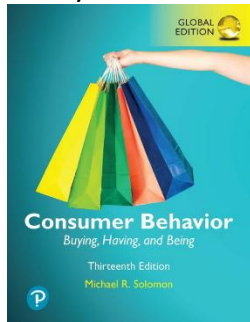
Credit Hours: 6 ECTS

Prerequisite: Principles of Marketing

Instructor's contact details - e-mail: petrovska@uacs.edu.mk

Required text:

Solomon, M.R. (2020) *Consumer behaviour: Buying, having and being*. (13th edition) New Jersey: Prentice Hall. Or previous edition



Consumer Behavior: Buying, Having, and Being, Global Edition 13th Edition, by Michael R. Solomon, © 2020, ISBN-13 9781292153117, ISBN-10 1292153113

Supplementary reading:

Students are strongly advised to extend their reading to further articles and books:

- Hooked: How to Build Habit-Forming Products by Nir Eyal
- Mothersbaugh & Hawkins (2017) *Consumer Behavior: Building Marketing strategy*. 13th edition. McGraw Hill
- Molenaar, Cor (2015) *Why customers would rather have a smartphone than a car: Relationship retailing as an opportunity*. Farnham, Surrey, England; Gower
- Sorensen H. (2017) *Inside the Mind of the Shopper: The Science of Retailing*. Pearson FT Press
- Neumeier M. (2016) *Brand Flip, The: Why customers now run companies and how to profit from it*
- Schiffman, L.G., Kanuk, L.L & Hansen, H. (2008) *Consumer behavior: A European Outlook*. New Jersey: Prentice Hall.

Journals and Magazines

Journal of Consumer Behavior

Journal of Consumer Research

Advances in Consumer Research

International Journal of Consumer Studies

Journals of Relationship Marketing

Journal of Marketing

Course description:

The most complex aspect of marketing is understanding the consumer, especially taking into consideration the new trends such as digitalization and globalization, which affect the daily outcome of the customer journey. Therefore, this course aims to provide the essential tools

to better comprehend consumer behavior and develop customer journey mapping in a platform-driven, data-rich environment.

The course integrates psychology, behavioral economics, AI-driven personalization, digital nudging, sustainability narratives, and evolving generational cultures (Gen Z and Gen Alpha) to examine how decisions are shaped by algorithms, social influence, attention dynamics, and ethical design. By exploring contemporary consumer realities—such as recommendation systems, influencer ecosystems, greenwashing, and regulatory frameworks, students gain a deeper understanding of both traditional psychological processes and emerging digital influences on behavior.

Students critically reflect on their own consumption habits and apply theoretical insights to real-life marketing situations, developing the ability to design responsible, data-informed, and ethically grounded customer journeys.

Learning objectives

During the course the students will:

- Learn the fundamental principles and theories in consumer behavior as well as the connections to other sciences.
- Develop their abilities to apply consumer behavior concepts to marketing problems that are likely to involve consumer consumption.
- Understand the basic analytical tools that can be used to investigate customer journey.

Learning outcomes:

By the end of this course the students will be able to:

- Conduct small scale independent research and draw customer journey maps using real-world data.
- *Critically evaluate how digital platforms, AI, and ethical design influence consumer decision-making and autonomy.*
- Analyze real-world cases and propose alternative behavioral strategies.

Course delivery

Class lectures will review key themes from the suggested textbooks mainly in the form of PowerPoint slides. The notes of the lecture, as well as homework and assignments, will be saved on the University intranet. The students will also be actively involved in the lessons through group work, discussions, and work on practical examples that will enable the students to gain first-hand experience of some of the phenomena studied.

Course assessment criteria

1. Group presentation on Consumer trends - 30% - every class according to the topic defined on the 1st class
2. The final project consists of Market research using different tools from the classes and developing report useful for Marketing managers. The goal is to work on a real case from the market, for a luxury brand of your choice. This is a project, assessed through:
 - Final project presentation - 10%
 - Final project written report - 20%
3. Reflection Logs – 10%
4. FINAL EXAM – 30%

Class participation:

Expected is at least 2/3 of the class participation.

All the assignments should be uploaded on MS Teams, and a virtual presentation of all assignments should be scheduled before the exam is due.

Course outline:

Day number	Chapter	Theme	Assignments
WEEK 1			
1 Mon	1	Introduction	Start of the 1 st Assignment – Presentations -work in groups
		Understanding Consumer Choices Connection with Marketing Trends in Consumer Choices Gen Z & Gen Alpha Consumer Psychology	
		Analysis: Desk research on Trends in Consumer Choices for presentation for Next classes	Search Google trends
2 Tue	3	Perception Task: develop a Perceptual / Association map	Case - Nike ChatGPT exercise for trends identification
		Algorithmic Choice & Consumer Agency How recommendation systems shape	Case Spotify / TikTok recommendations
3 Wed	4	Learning and memory AI & Data-Driven Consumer Behavior – Predictive modelling and recommendation systems	Case – Spotify / Netflix
4 Thu	5	Motivation and affect Sustainability Beyond Ethical Consumption Final project – discussion of topics & papers	Start of the Final project – group project
5 Fri	6	Group presentations for all four chapters	Peer Review on presentations
		Weekly Reflection Log to connect personal experiences with class content. INDIVIDUAL	Read Paper Boat case for next week -Formative quiz #1
WEEK 2			
6 Mon	7	Personality, Emotions,	Personality test
		Group presentations	Google Forms Survey
7 Tue	8	Lifestyle and values Group presentations	Paper boat Company case analysis
8 Wed	9	Attitudes and persuasive interactive communications	Audit a website/app and identify nudging elements (good and

		Group presentations	manipulative). Redesign a screen or flow of a mobile app to <i>ethically</i> influence consumer behavior.
9 Thu	10	The Self: Mind, Gender, and Body Decision making Group presentation Guest Speaker EaseAccess24	Develop User Persona
10 Fri		Cognitive Biases, Nudging to Regulation Customer Journey Group presentation Weekly Reflection Log to connect personal experiences with class content. INDIVIDUAL	Develop a Customer Journey using Canva, Figma, Miro... Formative quiz #2
WEEK 3			
11 Mon	11	Buying using and disposing as factors for consumer choice Group influence and social media How social media platforms use nudges tailored to different cultural norms. Group presentations	Group work: How it affects Customer Journey
12 Tue	12	Group presentation - Income and demographics influence Culture and subculture and Inclusive Consumer Behavior Equity, Diversity & Inclusion (EDI) in Marketing – How cultural sensitivity and inclusivity impact consumer decision-making	Group work: Cross-cultural analysis
13 Wed	14	Group presentation - Family influence	
		Group presentations & Final discussions	
		Final project WORK– Q&A session	Formative quiz #3
14 Thu		Final project presentations - Final project written report	
		Final Reflection Log - INDIVIDUAL	

Updated by Prof. Ilijana Petrovska
Date: February 2026