

Consumer Choices

Customer Journey - Digital and creative

Semester: Spring 2025

Instructor: Professor Ilijana Petrovska

Duration of Course: 45 hours

Period: Spring 2025

Contact hours: 36

Home assignments and home hours: 28 hours

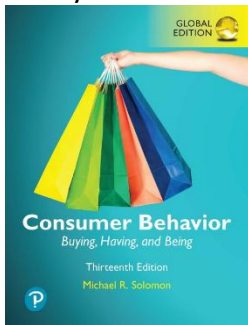
Credit Hours: 6 ECTS

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 basic tools to better comprehend consumer behavior and develop customer journey mapping. By working on a number of topics and finding answers related to different aspects of human behavior in relation to consuming, the students gain a deeper understanding of the psychological processes and their importance to the behavior of the consumers. The students also engage with their own consumption habits and apply their growing knowledge to real-life situations of consumer behavior.

Learning objectives

During the course the students will:

- Learn the fundamental principles and theories in consumer behaviour as well as the connections to other sciences.
- Develop their abilities to apply consumer behaviour 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 map using real-world data;
- Analyze a real-world case 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 on some of the studied phenomena.

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 - 30%
 - Final project written report - 40%

Class participation:

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

Non attending students - Course assessment criteria

1. review paper and presentation for Consumer **trends** - 20% - maximum 1.500 words, using minimum 3 sources, and using APA referencing.
2. The Final project consists of Market research using different tools from the classes and developing a report useful for Marketing managers. The goal is to work on a real case from the market, ask the professor for the instrument and research instrument approval. This should result in:
 - Final project presentation - 20% and The Final project individual written report - 30%

3. FINAL EXAM - Final case analysis individual - 30%

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	Chapter	Theme	Assignments
WEEK 1			
1 Mon	1	Introduction Understanding Consumer Choices Connection with Marketing Trends in Consumer Choices Analyze: Desk research on Trends in Consumer Choices for presentation for Next classes	Start of the 1 st Assignment – Presentations -work in groups Search Google trends
2 Tue	3 4	Perception Task: develop a Perceptual / Association map Learning and memory AI & Data-Driven Consumer Behavior – Predictive modeling and recommendation systems	ChatGPT exercise for trends identification Case - How Netflix, Amazon personalize
3 Wed	5	Motivation and affect Sustainability & Ethical Consumption Ethical CASE analysis Final project – discussion of topics & papers	Start of the Final project – group project
4 Thu	6	The Self: Mind, Gender, and Body Group presentations for all four chapters Weekly Reflection Log to connect personal experiences with class content. INDIVIDUAL	Peer Review on presentations Read Company case: Paper Boat case for next week Formative quiz #1
WEEK 2			
5 Mon	7	Personality, Emotions, Lifestyle and values Group presentation	Personality test Google Forms Survey
6 Tue	8	Attitudes and persuasive interactive communications Group presentations	Paper boat Company case analysis
7 Wed	9	Decision making & Digital Nudging Group presentation <ul style="list-style-type: none"> Concepts of <i>choice architecture, defaults, dark patterns, and friction.</i> Real-world examples: <ul style="list-style-type: none"> Instagram infinite scroll (attention traps), Amazon's checkout UI (default subscriptions), 	Develop User Persona Audit a website/app and identify nudging elements (good and manipulative). Redesign a screen or flow of a mobile app

		<ul style="list-style-type: none"> Netflix autoplay, Apple screen time prompts. 	to <i>ethically</i> influence consumer behavior.
8 Thu	10	Group presentation	Develop a Customer Journey using Canva, Figma, Miro...
		Customer Journey	
		Weekly Reflection Log to connect personal experiences with class content. INDIVIDUAL	Formative quiz #2
WEEK 3			
9 Mon	11	Buying using and disposing as factors for consumer choice	
		Group presentations	
10 Tue	12	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
		Group presentation - Income and demographics influence	
11 Wed	14	Group influence and social media	Group work: How it affects the Customer Journey
		How social media platforms use nudges tailored to different cultural norms.	
		Group presentation - Family influence	
		Group presentations & Final discussions	
		Final project WORK– Q&A session	Formative quiz #3
12 Thu		Final project presentations	
		- Final project written report	
		Final Reflection Log - INDIVIDUAL	

Updated by Prof. Ilijana Petrovska
Date: April 2025