

Syllabus

for course at advanced level

Buyer Behaviour
Köpbeteende

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	PR4521
Valid from:	Autumn 2019
Date of approval:	2019-06-12
Department	Stockholm Business School
Main field:	Advertising and Public Relations
Specialisation:	A1N - Second cycle, has only first-cycle course/s as entry requirements

Decision

The syllabus has been decided on by the educational committee of the Stockholm Business School on 2018-04-16.

Prerequisites and special admittance requirements

Degree of Bachelor worth at least 180 credits, English 6 or equivalent.

Course structure

Examination code	Name	Higher Education Credits
4521	Buyer Behaviour	7.5

Course content

With a focus on contemporary developments, the purpose of this course is to deepen the student's knowledge in the field of research on buyers. The course will critically assess the traditions of customer/consumer psychology and cultural approaches to consumption and define the various methodological assumptions that pertain to these subfields. In addition to recent theory developments, the course will add to the methodological toolkit of the student by exploring both conventional and more radical approaches for inquiry. By conducting a research project utilizing the theoretical underpinnings and relevant methods of discourses represented in the course, the student will gain hands-on understanding of how knowledge is produced, assessed and implemented in research on buyers.

Learning outcomes

Intended Learning Outcomes

Upon completion of the course students will have a close familiarity with recent theoretical developments in the various schools of research on buyers. In addition and in accordance with contemporary theoretical views, students will be able to understand and empirically operationalize how knowledge is produced, assessed and implemented in this field.

Knowledge and understanding

1. Students will be able to assess and discern the ways in which research on buyers is practically conducted

Skills and abilities

2. Students will be able to carry out theoretically sound research projects by using the methodological toolkits of research on buyers

Judgement and approach

3. Students will be able to evaluate how knowledge is produced in research on buyers and critically consider the assumptions of the particular methodologies and how they are grounded in research theories

Education

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous throughout the different activities of the course.

The course workload is 200 hours equivalent to 7,5 ECTS (40 hours per week equivalent to 1,5 ECTS).

The language of instruction is English.

Please note that all teaching and learning activities - such as lectures, seminars, assignments and assessment tasks – are carried out in English when the language of instruction is English.

Forms of examination

Assessment for the course will be continuous throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks.

1. Individual written exam: assesses intended learning outcomes 1-3; constitutes 60 % of total course points.
2. Seminar group work: assesses intended learning outcomes 1-3; constitutes 30 % of total course points.
3. Individual minor assignments in association with lectures: assesses intended learning outcomes number 1-3; together constitute 10 % of total course points

Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course comprises 0–100 course points. Receiving a final passing grade requires at least 50 course points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: less than 45. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Assessment tasks 1 and 2 are assessed on a 100-point scale.

Assessment task number 3 is assessed on a 100-point scale in three intervals

- Pass: = 100 points
- Weak = 50 points
- No hand-in: 0 points

The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher

Education Ordinance (appendix 2, System of Qualifications).

The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology
- apply course content
- critically analyse course content
- problematize course content
- orally and in writing present and discuss course content

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade-level presupposes the abilities at lower levels.

A (Excellent) ☐

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good) ☐

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good) ☐

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory) ☐

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient) ☐

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail) ☐

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail) ☐

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

Misc

Exemption from an assessment task is granted if the student presents a valid reason and a written certification (such as illness and a medical certificate), whereupon the student may re-sit the assessment task at a later date while maintaining previously acquired course points.

Application for exemption should be submitted to the Director of Studies immediately after, or during planned absences well before, the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

Required reading

In order to keep up with current research developments, the literature for the course is continuously updated and consists of selected articles from prominent journals in the field (to be found in the study guide).