



COURSE SYLLABUS

I-Course Information :

Title of the course	Consumer Behavior
Department	
Specialization	Data Sciences
Academic Year	Spring 2021
Semester Duration	
Credit Number	
Number of Hours	
Course Instructor	Dr. Zeina Habchi
Email	Zeina.habchi@ul.edu.lb
Office Hours	

II- Course Description

In a world of Big Data, machine learning and artificial intelligence, this course introduces the issues, research and concepts essential for navigating this new terrain. It helps students understand how we can use data-driven insight and merge this with insight from extant research to inform knowledge-driven decision making.

III-Course Objectives

This course aims to provide students with/allows students to:

- ❖ Understand the principles of contemporary data science whilst focusing on core dynamic, consumer behavior and consumer insight
- ❖ Gain Knowledge in consumer Behavior principles
- ❖ Learn the concepts and ideas that are the most relevant in the age of analytics-driven marketin

In order to achieve the objectives of the course, the following requirements must be met by the student:

- Scientific activities
- Academic regulations
- Academic work and perseverance
- 70% attendance and participation



IV- Course Outline and Calendar

Learning Objective	Session(s)	Learning Content	Pedagogical Strategy & Tools
Introduction to consumer behavior	2	What is Consumer Behavior? (Attributes and Processes)	Power Point Presentation
Introduction to Consumer Analytics	2	The context of contemporary marketing Why data-driven? Data and insight Key elements of analytics	Power Point Presentation
Purchase insight and the anatomy of transactions	2	Behavioural biases and customer value Data forms and dimensions Features, correlation, association and relationships	Power Point Presentation
Web and social media activity	2	Monitoring in the digital space Words and talk Social network analysis	Power Point Presentation Case Study
Midterm			
Extant research and exogenous cognition	2	The importance of considering extant research Exogenous cognition: the link between analytics and the emerging consumer Managerial and ethical implications of EC	Power Point Presentation In-class case discussion
Elemental features of consumer choice: needs, economics, deliberation and impulse	2	Utility and needs The economic psychology of price and value Deliberation and impulse	Power Point Presentation



Perceptual and communicative features of consumer choice	2	Brands and marketing communications as signs Learning and memory Trust and persuasion Social and observational learning	Power Point Presentation Case Study
Individual and social features of consumption	2	Nature vs. nurture? The socio-cultural realm The socio-familial milieu Consumers and ethics Emotion Underlying psychological factors	Power Point Presentation In-class case discussion
Final Exam			

P.S.: The course outline above may be modified during the semester.

V- Teaching approach & methods

This course will be taught via online sessions.

VI- Assessment Methods

The success of the student in this course is based on:

- 1- His/her active participation in class.
- 2- His/her scientific contribution through research done outside the classroom.
- 3- His/her reading notes, research reports and practical applications as requested by course instructor.

The assessment of the student is carried out according to the following grid:

Assessment Type	Final Grade Weighting (%)	Dates/Deadlines
Graded Assignments/Case Studies	20%	
Midterm Project	20%	
Final exam	60%	
Total	100%	

VII- Specific Course Requirements

1- Regulations concerning deadlines for written and applied work submissions

The teacher has the right to:



- Refuse to receive written applied work outside the deadlines.
- Give the student additional time after omitting up to 25% of the mark awarded to the concerned activity.

2- Academic measures in case of plagiarism

The student shall be liable to the following penalties in case of any attempt of illicit scientific citation:

- Cancellation of the student's contribution, activity or scientific article and reduction of the final mark.
- If the same offense is reported in other courses, cancellation of the final exam and failure in the relevant course(s).

VIII- Reference Book

- Smith, Andrew. "Consumer Behavior and analytics". Routledge, 2020.
- Graves, Philip.^[1]_{SEP} "Consumer.ology : the market research myth, the truth about consumers and the psychology of shopping". / Philip Graves, 2010.

IX- Bibliography& Additional Sources

- Further hands-out will be sent online during the semester.