



EFFECTUS
University of Applied Sciences



Erasmus+

Bihevioral marketing -syllabus-

This syllabus informs students about the content of the course " Behavioral marketing," the teaching methodology, student obligations, and the exam format.

1. Basic Course Information Course Objectives

Students are expected to develop:

- a) General competencies
 - Understand the meaning and significance of digital and behavioral economics and the application of behavioral science in social marketing.
 - Differentiate between individual behavior and decision-making versus mass behavior and decision-making.
 - Apply knowledge of ethical principles when using behavioral science in social marketing strategies.

- b) Specific competencies
 - Segment the target group based on behavioral indicators and create a consumer persona.
 - Apply consumer behavior change theories in the strategic planning of social marketing.
 - Critically evaluate the positive and negative impacts of a particular social marketing strategy concerning ethical issues and regulatory constraints.
 - Develop a marketing strategy and monitor its effectiveness in terms of conversion rates and financial indicators.

2. Learning Outcomes

The learning outcomes indicate the knowledge, skills and competences that the student has acquired by fulfilling the obligations and passing the exam in the course Behavioral Marketing, which means that the students are able to:

- I1 Review fundamental assumptions about the nature of the digital economy and behavioral science in the context of social marketing.
- I2 Assess the significance of the basic principles of social psychology in aspects of the behavior of individuals and masses in the digital environment.
- I3 Determine the behavioral aspect in the strategic planning of social marketing with knowledge of theories of consumer behavior change.
- I4 Critically evaluate the behavioral aspects of the consumer persona, social and behavioral goals, target group and strategic marketing plan.
- I5 Valorize the 4P model in terms of behavioral indicators in social marketing.
- I6 Critically judge the ethical aspects and regulatory limitations of using behavioral science in social marketing in strategic planning

Duration and Delivery Method

The course Behavioral Marketing is a compulsory course and carries 5 ECTS points, and the teaching takes place as a combination of lectures and exercises. Classes take place according to the schedule published in the digital department system and on the school notice board. In total, it is conducted in 56 hours, of which 28 hours are lectures, 28 hours are exercises.

(1) Instructors and Communication Methods

- dr.sc. Željka Zavišić - zzavisic@effectus.com.hr

(2) Literature and Other Sources

Mandatory Literature

Solomon, M. R.; Bamossy, G. J.; Askegaard, S.; Hogg, M. K. (2015). Ponašanje potrošača, Europska slika, 4. izdanje. Zagreb : Mate

Kotler, P.; Kartajaya, H.; Setiawan, I. (2017). Marketing 4.0 – Moving from Traditional to Digital. New Jersey : Wiley

Supplementary Literature

Godin, S. (2005). Plava krava. Zagreb : Naklada Ljevak

Lee, N.R.; Kotler, P. (2020). Social Marketing Behavior Change for Social Good, 6. izdanje. London, Velika Britanija : SAGE Publications

Kahneman, D. (2013). Misliti, brzo i sporo. Zagreb : Mozaik knjiga

Ariely, D. (2009). Predvidljivo iracionalni. Zagreb : V.B.Z.

Eyal, N. (2014). Hooked: How to Build Habit-Forming Products. New York, SAD : Portfolio/Penguin

Shotton, R. (2018). The Choice Factory, Hampshire, Velika Britanija : Harriman House

Halperna, D. (2015). Inside the Nudge Unit: How small changes can make a big difference. London, Velika Britanija : WH Allen

Lindstrom, M. (2010). Buyology: Truth and Lies About Why We Buy. New York, SAD : Broadway Books

Ries, A.; Trout, J. (1993). The 22 Immutable Laws of Marketing. New York, SAD : HarperBusiness

Aronson, E.; Wilson, T. D.; Akert, R. M. (2005). Socijalna psihologija. Zagreb : Mate

(3) Code of Conduct

In addition to general rules of proper behavior, students are expected to:

- Actively and attentively follow the lessons
- Arrive to class on time, prepared, and with the necessary materials

During written exams:

- Students may only have writing materials and an identification document with them. No other personal belongings are allowed, especially mobile phones.
- Leaving the room is not permitted.
- Communication with other students in any form is not allowed.

Students and lecturers are also expected to adhere to ethical principles, which require compliance with the following instructions: In order to maintain a high standard of quality and the school's reputation, we would like to emphasize the school's official position on misconduct during exams.

The use of unauthorized materials (cheat sheets) during exams, as well as any form of communication between students, is prohibited and ethically unacceptable. Lecturers are expected to sanction such behavior. To prevent this, students must be reminded before each exam that cheating will not be tolerated. Measures should be taken to prevent cheating, such as instructing students to leave their personal belongings in designated areas (coat racks), spreading students apart, etc. During exams, the use of mobile phones is strictly prohibited, even for calculations! Students must identify themselves with their student ID card during the exam.

If students engage in unacceptable behavior, the materials they used for cheating must be confiscated, the exam must be taken away and annulled, and the student's name and surname recorded.

Lecturers are expected to ensure that exam grades reflect the students' actual knowledge, not their cleverness, as their competencies will ultimately be assessed by the job market, which is crucial for maintaining the school's reputation.

(4) Activity Calendar

Classes

Classes are held according to the academic year activity calendar, which is published on the School's website, in the digital student service system, and on the notice board.

Deadlines and Submission of Seminar and Other Papers
Seminar papers and other assignments are to be submitted during the class of the subject lecturer or course leader, or during consultation hours.

(5) Tips and Recommendations for Students

As an additional form of support for mastering the material, students are advised to attend consultations at times that will be specified later.

We especially want to emphasize the necessity of continuous independent work, as this will allow you to meet the relatively high exam criteria by taking full advantage of this teaching

concept. The material is such that failure to keep up with the ongoing content can seriously hinder a student's ability to follow the further course of instruction. Difficulties in following the material may lead to demotivation and, ultimately, various undesirable outcomes. Therefore, we suggest a serious approach from the very beginning and throughout the entire course.

In case of any uncertainties, problems, or unforeseen situations, we recommend contacting the lecturer and course leader in a timely manner.