

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English Consumer Insight and Engaging Communication	2. Course code: Number of ECTS credits: 3 Course completion mode: Course commenced / Year 22/23
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3. Major: International business

4. Department of major coordinator: Department of Consumer Research

5. Name of course instructor: Lecture prof. Carmen Santos Classes Lab classes ...
Examiner prof. Carmen Santos

6. Department of course instructor: Department of Consumer Research

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	20	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	20	
examination (hours)		

8. Course timeframe - no. of semesters: 1

Course commencement / Year 22/23

Course commencement / Semester : summer

9. Level of tertiary education: Bachelor/master	10. Course status <input type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input checked="" type="checkbox"/> Elective ...
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11. Course prerequisites
 Compulsory:
 Recommended: Basic background in marketing

12. Course objectives:
 To develop a successful brand strategy
 To positionate the brand to the right target

To launch an engaging campaign

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures	Lectures will be provided, to provide the needed knowledge through theory and practical examples	11	
2.	Workshops	The students will be distributed in groups to work on real case. The students will be working under the supervision of the professor to guide them during the full process	5	
3	Peer teaching/Discussion	The groups of students will present the results of their work. With this presentation all the students will learn from each other	4	
Total			AS:20	

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Take notes during the lectures on the base of the slides	The students will take notes for the concepts analysed in the lectures, so they can apply later on those concepts in the practice	18	
2.	Complement the lectures with the recommended manual	A recommended manual will be mentioned in case the students need to complement the notes	6	
3.	Reading of the papers and reports provided in the lectures	Papers will be provided during the lectures to go deeper in the concepts	6	
4.	Group work/Tutorials & Feedback	The students will work in groups putting in practice all the knowledge learned during the lectures. The professor will guide the	40	

		work of the students solving their doubts and being sure they understood the concepts		
Total			BS:70	

Total AS+BS = ...20+70....
 Examination (E) =
 Total AS+BS+E= ...90....

Total AN+BN =
 Examination (E) =.....
 Total AN+BN+E =

14. Key words: Brand Management, Segmentation, Perception, Engaging Communication, Consumer Behavior

Strategic Brand Management
 Market Segmentation
 Consumer Insight: Perception
 Consumers' Brand Engagment

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
	1. Understanding of the consumer behaviour 2. Being able to develop engaging communications with the consumer	Written report	
<u>Skills</u>			
	1. Creative thinking 2. Taking responsibility of the work and deadlines 3. Critical thinking	Written report	
<u>Social competences</u>			
	1. Student can cooperate and work on a team 2. Student understand different cultures and accept different opinions	Group work Discussions during the lectures	

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Written report		70 %
2.	Presentation		30 %

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

None

Suggested readings:

Solomon, M. R. (2020). Consumer Behaviour. Pearson Education Limited.

O'Guinn, T. C., Allen, C. T., Semenik, R. J. & Close, A. (2018). Advertising and Integrated Brand Promotion. Cengage Learning.

And the readings provided during the lectures

19. Language of instruction: English**20. Course instructors' recommendations:**

Participate during the lectures

Work on the practice from the very first day

Ask all the questions they may have during the lectures and while working on the practice