

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations

SYLLABUS
of the elective educational component
“BEHAVIORAL MARKETING AND BUSINESS STRATEGIES”
for bachelor’s degree programmes

Lutsk – 2026

Syllabus of the educational component “Behavioral Marketing and Business Strategies” for bachelor’s degree programmes.

Developer: Olha Antonivna Korneliuk, PhD in Economics, Associate Professor of the Department of International Economic Relations.

Approved by:

Guarantor of the Educational and Professional Programme



(A. O. Boiar)

The syllabus of the educational component was approved at the meeting of the Department of International Economic Relations, Minutes No. 6 of _10_ February 2026.

Head of the Department:



(A. O. Boiar)

I. Description of the Educational Component

Indicators	Field of Study, Specialty, Educational and Professional Programme, Level of Education	Characteristics of the Educational Component
Full-time mode of study	29 International Relations 292 International Economic Relations Educational and Professional Programme “International Business” Bachelor’s degree	Elective
Number of hours / credits 150/5		Academic year – 3
		Semester 5
Individual Research Assignment: none		Lectures – 10 год.
		Practical (seminar) classes – 20 hours
		Independent study – 110 hours
		Consultations – 10 hours
		Assessment method: pass/fail test
Language	Ukrainian or English (chosen during registration)	

II. Information about the Teaching Staff

Full name: *Olha Antonivna Korneliuk*

Academic degree: *PhD in Economics*

Academic title: *Associate Professor*

Position: *Associate Professor, Department of International Economic Relations*

Contact information: Olga.Korneliuk@vnu.edu.ua, Office 322, Building A

Class schedule: <http://surl.li/shvned>

III. Description of the Educational Component

1. Course Description

The elective course “Behavioral Marketing and Business Strategies” is aimed at developing students’ systematic understanding of economic and consumer behavior patterns, as well as practical tools for their application in marketing activities and strategic business management. The course is based on an interdisciplinary combination of behavioral economics, economic psychology, marketing, and strategic management. The course explores the influence of cognitive biases, heuristics, emotional and social factors on decision-making by consumers, managers, and entrepreneurs. It covers the concepts of bounded rationality, framing effects, social proof, nudging, personalization, and digital tools of behavioral marketing. Special attention is paid to modern business strategies based on the analysis of real customer behavior, particularly in e-commerce, digital marketing, branding, and customer experience management. The course has a practical orientation and focuses on developing skills for designing effective marketing decisions and business strategies that take into account behavioral market models.

2. Purpose and Objectives of the Course

The purpose of the course is to develop theoretical knowledge and practical skills in applying behavioral marketing tools for designing and implementing effective business strategies in conditions of uncertainty, digitalization, and competitive markets. As a result of studying the course, students are expected to: understand the theoretical foundations of behavioral economics and economic psychology and their differences from neoclassical approaches; analyze behavioral factors influencing decision-making by consumers and businesses, including cognitive biases, heuristics, and emotional responses; master behavioral marketing tools (nudging approaches, personalization,

social proof, the scarcity effect, and the anchoring effect); learn how to integrate behavioral insights into companies' marketing and business strategies; develop the ability to critically evaluate marketing decisions from the perspectives of ethics, long-term effectiveness, and sustainable development; acquire managerial decision-making skills based on real, rather than hypothetically rational, behavior of economic agents.

3. Soft Skills (Competencies)

- critical and analytical thinking – the ability to analyze behavioral patterns of consumers and managers, identify cognitive biases, and assess their impact on business decisions;
- creativity and design thinking – the ability to develop innovative marketing solutions using behavioral tools;
- communication skills – effective teamwork, argumentation of marketing and strategic decisions, and presentation of behavioral insights;
- emotional intelligence – understanding emotional factors influencing the behavior of consumers and partners and taking them into account in business strategies;
- ethical responsibility – awareness of the limits of using behavioral tools in marketing and prevention of manipulative practices.

4. Structure of the Educational Component.

Titles of Content Modules and Topics	Total	Lect.	Sem.	Independent Study	Cons.	Assessment Method / Points
Topic 1. Behavioral Economics as the Foundation of Modern Marketing	14	1	2	10	1	DS/7
Topic 2. Psychological Foundations of Consumer Behavior	14	1	2	10	1	DS/7
Topic 3. Bounded Rationality and the Dual Decision-Making Model	14	1	2	10	1	DS/7
Topic 4. Cognitive Biases and Heuristics in Marketing	14	1	2	10	1	DS/7
Topic 5. Behavioral Marketing: Concept, Tools, and Mechanisms of Influence	14	1	2	10	1	DS/7
Topic 6. Behavioral Aspects of Pricing and Value Perception	16	1	2	12	1	DS/7
Topic 7. Behavioral Branding and Customer Loyalty Formation	16	1	2	12	1	DS/7
Topic 8. Behavioral Business Strategies in the Digital Economy	16	1	2	12	1	DS/7
Topic 9. Behavioral Aspects of Strategic Decision-Making in Business	16	1	2	12	1	DS/7
Topic 10. Ethics of Behavioral Marketing and Sustainable Business Development	16	1	2	12	1	DS/7
Types of Final Assessment						
Written test (control test)						T/30
Total Hours / Points	150	10	20	110	10	100

* Form of assessment: DS – discussion, T – tests.

5. Tasks for Independent Study

1	Analyze the differences between neoclassical and behavioral approaches to marketing. Explain why the assumption of fully rational consumer behavior is limited and provide examples of marketing decisions based on behavioral insights
2	Examine the impact of cognitive biases on consumer behavior. Select at least three cognitive effects (e.g., the anchoring effect, the scarcity effect, and framing) and illustrate their application in real marketing campaigns or online stores
3	Analyze behavioral factors influencing purchase decisions. Consider the role of emotions, social proof, and context in shaping consumers' purchase intentions within a selected business sector
4	Evaluate the effectiveness of behavioral marketing in the digital environment. Using examples from e-commerce or digital platforms, analyze the use of personalization, recommendation systems, or UX solutions from the perspective of behavioral economics
5	Develop an example of a behavioral marketing offer. Propose a product or service and describe which behavioral tools (nudging, the scarcity effect, anchoring, social proof) are used to influence consumer choice
6	Analyze behavioral mistakes in companies' business strategies. Provide examples of strategic decisions that failed due to managers' cognitive biases or incorrect assessment of consumer behavior
7	Examine the ethical aspects of applying behavioral marketing. Define the boundary between acceptable behavioral influence and manipulation, justify your position, and propose principles for the responsible use of behavioral tools in business

IV. Assessment Policy

Teaching and learning are carried out in compliance with the Code of Academic Integrity of VNU (<http://surl.li/aagxg>).

The course consists of one content module. The final grade is awarded on a 100-point scale and is based on the total number of points obtained for: continuous assessment during seminars on relevant topics (70 points) and completion of tests (30 points). If a student did not attend certain in-class sessions for valid reasons, they have the right to make up for the missed classes and obtain the points assigned to the missed topics by completing written assignments in accordance with the instructions provided in the Office 365 (Teams) course environment. On the date of the pass/fail assessment, the instructor records in the official grade register the total number of points earned by the student during continuous assessment (on a scale from 0 to 100 points). If the student has completed all types of coursework specified in the course syllabus and has obtained at least 60 points, the accumulated score is counted as the final result. If the student has obtained less than 60 points during continuous assessment, they must take the pass/fail assessment during the academic debt elimination period. The maximum score for the pass/fail assessment during this period is 100 points. On the day of the pass/fail assessment during the main examination session, additional oral questioning is not allowed, and the student is not permitted to submit or resubmit any type of coursework provided the course syllabus.

Module 1										Module 2	Total points
Content module 1											
1	2	3	4	5	6	7	8	9	10		
7	7	7	7	7	7	7	7	7	7	Test	
70 points										30 points	100

V. Final Assessment

The form of final assessment for the course is a pass/fail test. This form of final assessment involves evaluating the student's mastery of the course material based on the results of completing all types of planned work during the semester. No modular control tests are conducted. The maximum number of points during the elimination of academic arrears for the pass/fail test is 100. Re-taking the pass/fail test is allowed no more than twice for each educational component: once with the instructor; once with a commission established by the Dean of the Faculty (see the Regulations on Ongoing and Final Assessment of Students' Knowledge at Lesya Ukrainka Volyn National University – <http://surl.li/ddfha>).

Grading Scale

Total score for all types of learning activities	Grade
90–100	Passed
82–89	
75–81	
67–74	
60–66	
1–59	Failed (re-sit required)

VI. Recommended Literature and Online Resources

1. Іваненко Л. М., Боєнко О. Ю. Маркетинг: навчальний посібник. Вид. 3-є, доп. і перероб. Вінниця: Донецький національний університет імені Василя Стуса, 2022. 362 с. URL: https://r.donnu.edu.ua/bitstream/123456789/2756/1/%D0%9C%D0%B0%D1%80%D0%BA%D0%B5%D1%82%D0%B8%D0%BD%D0%B3_%D0%B4%D1%80%D1%83%D0%BA.asd%202.pdf
2. Компанієць В. В., Полякова О. М. Економічна психологія: Конспект лекцій. Харків: УкрДУЗТ, 2021. Ч. 4. 90 с. URL: <http://lib.kart.edu.ua/bitstream/123456789/8577/1/%D0%9A%D0%BE%D0%BD%D1%81%D0%BF%D0%B5%D0%BA%D1%82%20%D0%BB%D0%B5%D0%BA%D1%86%D1%96%D0%B9.pdf>
3. Маркетинг : навч. посіб. / за ред. А. В. Вербицької, С. О. Полковниченко. – Чернігів : НУ «Чернігівська політехніка», 2024. 276 с. URL: <https://ir.stu.cn.ua/server/api/core/bitstreams/305531cf-0f7d-497d-bdb1-28c173d53cca/content>
4. Маркетинг: підручник. Укладачі: Буряк Р. І., Збарський В. К., Талавиря М. П., Бондаренко В. М. Київ: ЦП «КОМПРИНТ». 2023. 538 с. URL: <https://utek.uz.ua/wp-content/uploads/2025/05/R.I.-Buryak-Marketyng-Pidruchnyk.pdf>
5. Окландер М. А. Поведінка споживача: навч. посіб. / М. А. Окландер, І. О. Жарська. К. : «Центр учбової літератури», 2014. 208 с. URL: http://library.megu.edu.ua:8180/jspui/bitstream/123456789/5768/1/2014-148pidruchnik_marketing_consumer.pdf
6. Поведінкова економіка. Навчальний посібник. Укладачі: М.О. Кравченко, К.О. Кузнєцова, О.С. Ченуша. Київ: КПІ ім. Ігоря Сікорського. 2024. 74 с. URL: <https://ela.kpi.ua/server/api/core/bitstreams/cc24f2be-e1de-4479-b06c-2e1d8880f10a/content>
7. Поведінкова економіка: від теорії до практики: міждисциплінарний навчальний посібник. За науковою ред. к.е.н., доц. Татомир І.Л., к.е.н., доц. Квасній Л.Г. Трускавець: ПОСВІТ, 2022, 408 с. URL: <https://financial.lnu.edu.ua/wp-content/uploads/2022/11/PovedinkovaEKONOMIKA-2022-1.pdf>