

International consumer behavior

EM054M7CB1

Program

PGE

PGE 2A - International and European Business

UE

International consumer behavior

Semester

B

Discipline

Marketing

Contact hours

27 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator

Daria PLOTKINA



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Daria PLOTKINA	dplotkina@unistra.fr	27 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

Description

The objective of this course is to provide students the skills and the ability in analyzing different aspects, which influence consumers in their purchase-related decision-making. This course addresses consumer behavior as part of a marketing/business process and as a socio-cultural phenomenon. During this course the students will broaden their understanding of consumer behavior within the international/intercultural context through the integration of theory, analysis, and business examples. The course puts forward critical and creative thinking, group work, and development of managerial decisions. Hence, the students will elaborate empirical studies and will develop on their basis a marketing strategy.

Teaching methods

Face-to-face

- Lectures

In group

- Projects
- Case studies/texts

Interaction

- Discussions/debates
- Games (educational, role play, simulation)

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** basic theoretical foundations of consumer behavior.
 - - (level 2) **Discuss** intercultural theories and models.
 - - (level 3) **Apply** intercultural approach to consumer behavior.
 - - (level 4) **Analyze** real-life managerial issues with regard to consumer purchase decision-making in the intercultural context.
 - - (level 4) **Examine** consumer attitudes and behavior with appropriate research methods.
 - - (level 5) **Develop** a consumer-centered marketing strategy based on a real-life case and ad'hoc empirical data.
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

I. Theoretical bases

- General framework of consumer behavior
- Consumer Behavior and Marketing Strategy

External Influences.

Cross cultural variations.

Group influences.

Internal Influences.

Perception.

Learning.

Motivation.

Personality.

Attitude.

- Consumer Decision process.

II Research methodology

III Project work

- Attribution/ choice of the topic based on a case-study
- In-group brainstorming
- Empirical study and analysis
- Managerial application
- Project presentation

No prerequisite has been provided

Knowledge in / Key concepts to master

Knowledge of basic concepts in marketing

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Newspaper articles
- Case studies/texts

Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Solomon, M. R. (2014). Consumer behavior: Buying, having, and being (Vol. 10). Engelwood Cliffs, NJ: Prentice Hall.

Schiffman & Kanuk (2015). Consumer Behavior, Global Edition, 11 edition.

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Plotkina, D., & Saurel, H. (2020). Show me the real world: reactions of American female consumers to more realistic and diverse human models in e-commerce. *Journal of Marketing Theory and Practice*, 1-20.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 8

Written and oral / Group / English / Weight : 60 %

Details : Group project: investigation of consumer behavior in an international environment, in-class participation (most of the work is supposed to be done in the classroom), written report, and 15 min presentation during the final session

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.3, L03.1

Final evaluation Exam week

Written (60 Min.) / Individual / English / Weight : 40 %

Details : Final exam

This evaluation is used to measure L01.1, L01.2, L01.3, L03.1