

International consumer behavior (EM054M7C)

Program	PGE
Module / ECTS / Path / Specialisation	Module :International consumer behavior : 5 ECTS. <ul style="list-style-type: none">• MGA
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	50

Coordinator

Daria PLOTKINA

Lecturers

Instructor	Population	Email
Daria PLOTKINA	Population	dplotkina@unistra.fr

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

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.

Educational organisation

In class

Lectures

Seminars

Presentations

In groups

Projects

Case studies/texts

Interaction

Games (educational, role play, simulation)

Discussions / debates

Assignments

Specific projects / case studies

Learning outcomes

Upon completion of this course, students should be able to :

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

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

Prerequisites

Key concepts to understand :

Knowledge of basic concepts in marketing

Teaching material

Documents in all formats

- Case studies

Recommended reading

Major works :

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.

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : last session

written + oral / in group / Français / weighting : 100%

additional information : 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 serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.3, LO3.1

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.