

International consumer behavior (EM054M7C)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :International consumer behavior : 5 ECTS. <ul style="list-style-type: none">• MGA
Discipline	Sales and Marketing
Year	2020
Semester	B
Open for visitors	no
Available spots	50

Coordinator

Daria PLOTKINA

Lecturers

Instructor	Population	Email
Daria PLOTKINA		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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

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

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.