

International Consumer Behaviour



SCHOOL

IAE School of Management



CAMPUS

Saint-Serge



LEVEL

2nd year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

- > **Degree course:** International Management and Marketing
- > **Teaching unit:** UE2-2 International marketing strategic competencies
- > **Course language:** English
- > **Duration (hours):** 20
- > **ECTS:** 3
- > **Teacher(s):** Felipe Reinoso CARVALHO

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course 20 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

COURSE DESCRIPTION

The consumer decision process

- People as consumers: consumer society - market segmentation.
- Perception - Personality and the self.
- Marketing research fundamentals (marketing research data collection & analysis).
- The Decision-making process: Individual and group influences.
- Attitudes - communication and persuasion.
- Experience design: influencing the decision-making process.
- Models of consumer behaviour.
- New products and innovations: the future consumer.

Teaching methods: Teaching theoretical fundamentals, accompanied by audiovisual content / Group work, interaction among colleagues / Think tank (brainstorming).

Assessment: Written final exam at the end of the semester (1 hour 30 minutes).

OBJECTIVES

Students will:

Share the Theoretical Framework of Consumer Behavior.

Study the intimate relationships between cultural influences, consumer needs, consumer behaviour and product/service development.

Put theory into practice.

PREREQUISITES

Bachelor's degree in Marketing, business, or a similar subject.
English proficiency level B2 as a minimum.

SELECTIVE BIBLIOGRAPHY

- Solomon, M. R. (2014). Consumer behaviour: Buying, having, and being. Engelwood Cliffs, NJ: Prentice Hall.
- Kardes, F., Cronley, M., & Cline, T. (2014). Consumer behaviour. Cengage Learning.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). Consumer behaviour, 9th edition. South-Western Thomas Learning. Mason, OH.
- Solomon, M., Bamossy, J. G., Askegaard, S., T., & Hogg, K. M. (2014) Consumer Behaviour: A European Perspective 5th Edition
- Hoyer, W., D., MacInnis, j. d., & Pieters, r. (2008) consumer behaviour. - 6th edition. South-Western Thomas Learning Mason, OH.
- www.scholar.google.co