



<b>Consumer Behaviour</b>	
Course number	2510 (International Management)
Remarks	<b>Blocked seminar during the lecture period.</b>
Lecturer	Prof. Dr. Pei Wang-Nastansky
ECTS	6
Number of semester hours	4
Type	Elective
Duration	1 Term
Prerequisites	None
Conditions for admission to the examination	Participation
Type of exam	Assignment (15-20 pages) and oral presentation (15-20 minutes). Link to subject-specific criteria for marks: <a href="http://www.miun.se/betygskriterier">www.miun.se/betygskriterier</a> .
Objectives	<p>The aim of this course is to give students increased knowledge and understanding of consumer behaviour in a variety of contexts as well as its implications for marketing strategies and tactics.</p> <p>After the course the student should</p> <ul style="list-style-type: none"><li>- have a general knowledge on the central theories and models in consumer behaviour.</li><li>- be able to use concepts and methods within the area to analyze a variety of consumers as well as purchasing and consumption situations.</li><li>- be able to identify the implications of different consumers, purchasing and consumption situations on the marketing of businesses and organisations.</li></ul>
Content	<p>This course comprises both the macro and the micro level of consumer behaviour (i.e. the psychological as well as the sociological perspective). The starting point is that consumer behaviour influences both our theoretical understanding as well as the practical implementation of marketing. The following are examples of questions which will be included in the course: why do we buy; how do we search for information and make purchase decisions; how does cultural and other social aspects influence consumers; and ethical issues as well as negative aspects of the consumption society of today will be discussed. The course also covers the effects of different dimensions of consumer behaviour on marketing strategies.</p>
Bibliography	<p>Evans, M., Jamal, A. &amp; Foxall, G., Consumer Behaviour, Wiley &amp; Com, 2009, Second Edition, ISBN 978-0-470-99465-8</p> <p>Selected articles as specified later.</p>
Forms of instruction	Lecture
Workload	<ul style="list-style-type: none"><li>• contact time 120h</li><li>• self-study 240h</li><li>• workload 360h</li></ul>
Language of instruction	English
Availability	Every winter term