



COURSE TITLE : **EUROPEAN CONSUMER BEHAVIOR**

COURSE NUMBER : MKT 241

CREDITS : 3

PREREQUISITES : NONE

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION :

Any market has a huge diversity. Apart from individual differences (demographics) and a variety of psychological make-ups, consumers are subjected to many social and cultural influences. Every marketer tries to know how consumers behave before, during and after purchasing any item. This course takes a multi-disciplinary approach to the discussion of consumer behaviour theory and applications, and includes the latest trends and demographic data for profiling European consumers.

INSTRUCTIONAL METHODOLOGY :

Classes will be structured around formal lectures, group presentations, and class discussions.

Subjects covered in class will be :

- review of fundamental marketing terms and concepts
- introduction to the study of consumer behaviour
- role of consumer research, and research methodology
- intrinsic foundations of behaviour formation – personality, motivation, learning, perception & attitudes
- external influences on behaviour – family, reference groups, social class, culture
- influence of culture – subculture, cross cultural intermingling
- consumer decision-making process → the science of shopping
- role of technology in shaping consumer responses - E-commerce

TEXT : ***Consumer Behavior : A European Perspective***, Solomon et al, Pearson, 4th Ed, 2008

EVALUATION : class participation 20%; project & presentation 40%; final examination 40%