Consumer Behaviour [MGT60141\_] Modulkoordinator Atalay, Selin Studiengang Bachelor of Science Studienabschnitt 7th semester Moduldauer 1 Semester Pflicht- /Wahlpflichtmodul Pflicht Credits: 6 Jährlich Sprache Englisch Präsenz: 44 h Selbststudium: Voraussetzungen für die Teilnahme Marketing Kurzbeschreibung / Lerninhalte Qualifikationsziele / Lernergebnisse HS-BSc-17 - Änderungen vorbehalten - 24 Stand (21/07/2020) 106 h 1. Scientific Approach to Consumer Behavior 2. How Consumers Acquire, Remember and Use Knowledge 3. How Consumers Make Decisions 4. Influence and Persuasion Marketing begins and ends with consumers – from determining consumers’ needs to providing consumer satisfaction. As such, a clear understanding of consumers’ buying behavior is critical in successfully managing the marketing function. The purpose of this course is to introduce you to the study of consumer behavior. The role of research and the tools of scientific inquiry will be emphasized in order to illuminate the underlying behavioral and psychological constructs. Depth of understanding of these underlying constructs is a key to success in today’ s complex marketplace. Product lifecycles are shorter, market segments are smaller and more dispersed, and the competition is more intense than ever before. Upon completion of this course, students: • • • Will have learned the key behavioral and psychological concepts and will have developed the intellectual ability to apply them in analyzing marketing situations. Will be able to understand consumers’ consumption–related behaviors Will be able to develop and evaluate marketing strategies intended to influence consumption–related behaviors. Häufigkeit des Angebots Workload: 150 h Modulstruktur Lernformen, Methodik und Betreuung Art der Prüfungsleistungen im Modul und Akkumulationspunkte Literaturhinweise Verwendbarkeit für andere Module und Programme B.Sc.-Thesis Letztes Freigabedatum 06.07.2020 HS-BSc-17 - Änderungen vorbehalten - 25 Stand (21/07/2020) Lectures, in-class exercises, cases, active discussions and group work Type of examination Duration or length Performance Points Due date or date of exam Group Project 50 points Last day of class In Class Participation 20 points Throughout the semester Individual Assignments 50 points Throughout the semester Will be provided in class. The contents of the course are broken down into the following modules: 1. Scientific Approach to Consumer Behavior 2. How Consumers Acquire, Remember and Use Knowledge a. Attention, Comprehension, and Memory b. Attitudes and Attitude Formation 3. How Consumers Make Decisions a. Judgment and Decision Making b. Individual Differences 4. Influence and Persuasion a. Social Influence Principles and Persuasion b. Cultural Influences on Co