



View Syllabus Information

Even after classes have commenced, course descriptions and online syllabus information may be subject to change according to the size of each class and the students' comprehension level.

Update History

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Course Information

Year	2020	School	School of Commerce	
Course Title	International Consumer Behavior 1			
Instructor	FRANK, Bjoern			
Term/Day/Period	spring semester Thur.4			
Category		Eligible Year	3rd year and above	Credits 2
Classroom	11-502	Campus	waseda	
Course Key	1600004AF3	Course Class Code	01	
Main Language	English			
Course Code	CMMM401L			
First Academic disciplines	Commerce			
Second	Marketing			

Academic disciplines

Third Academic disciplines

Marketing

Level

Final stage advanced-level undergraduate

Types of lesson

Lecture

Syllabus Information

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Course Outline

Consumer behavior is the study of a consumer's perception, learning, emotion, attitude, purchase intent, purchase behavior, post-purchase use, and post-use disposal regarding products and services. In order to explain these various processes, this course introduces theories from the disciplines of psychology, economics, marketing, and communication studies. It also discusses how firms strategically can respond to consumer behavior in order to build stronger customer relationships and perform more successfully. Specifically, it explains theories and current trends in the field of customer relationship management, whose primary goal is to achieve high levels of customer loyalty and whose importance has increased with the growing availability of customer data and of pathways to interact with individual customers. This course also discusses how consumer behavior differs across contexts (situations, industry, country) and how country aspects such as economic development and national culture influence consumer behavior. To help students understand, learn, and apply theoretical knowledge, this course includes exercises for every topic of the course.

Objectives

This course aims to prepare students for working in occupations that require a customer-oriented perspective, such as marketing, research and development, or management. It is designed for students that already have a basic knowledge of marketing. In this course, students learn about the specific processes involved in consumer behavior and about how firms can respond to these processes in order to sell products and services. In addition, students acquire knowledge of customer relationship management, whose primary goal is to enhance customer loyalty. In order to deepen their understanding of theories and to foster their ability to apply these theories to real-life contexts,

students will complete exercises about observed and experienced consumer behavior.

**before/after
course of study**

Students are expected to read the course materials, to watch on-demand videos explaining the course materials, and to complete exercises and upload them to Waseda Moodle.

**Course
Schedule**

To limit the spread of the Coronavirus and ensure equal opportunities to foreign students unable to enter Japan, this lecture course will be held entirely ONLINE this semester – without any offline meetings. It will use the Waseda Moodle Learning Management System and the following educational methods.

1. Uploaded lecture materials and assignments.
2. On-demand delivery of recorded content.
3. Student submission of completed exercises on Moodle.

The below structure of topics for this online course differs from the sequence of 15 lectures in an offline course. Some of the topics require longer explanations than a regular 90-minute class, whereas others are covered more quickly.

Topic 1: Course overview / Syllabus

Topic 2: Introduction to consumer behavior (exercise)

Topic 3: Consumer value and motivation (exercise)

Topic 4: Consumer cognition: perception (exercise)

Topic 5: Consumer cognition: learning (exercise)

Submission deadline for exercises on topics 2 to 5: June 13
(Upload completed exercises to Moodle.)

Topic 6: Consumer emotion (exercise)

Topic 7: Consumer personality (exercise)

Topic 8: Consumer attitudes (exercise)

Topic 9: Customer satisfaction (exercise)

Topic 10: Customer loyalty (exercise)

Submission deadline for exercises on topics 6 to 10: July 18

Topic 11: Economic development and culture (exercise)

Topic 12: Country and industry differences in consumer behavior (exercise)

Topic 13: Economic and cultural influences on consumer behavior

(exercise)

Submission deadline for exercises on topics 11 to 13: August 1

Textbooks Handouts and on-demand videos will be uploaded to Waseda Moodle.

Reference

- Barry J. Babin and Eric Harris (2018). CB (8th edition). Cengage.
- Michael R. Solomon (2017). Consumer Behavior: Buying, Having, and Being (12th edition). Pearson.
- マイケル・R・ソロモン (著), 松井 剛 (監修, 翻訳), 大竹 光寿 (翻訳), 北村 真琴 (翻訳), 鈴木 智子 (翻訳), 西川 英彦 (翻訳), 朴 宰佑 (翻訳), 水越 康介 (翻訳) (2015). 「ソロモン 消費者行動論」, 丸善出版社.
- 圓川隆夫、フランク・ビョーン (2015). 「顧客満足CSの科学と顧客価値創造の戦略ーグローバル生産文化と日本文化の強みを生かすものコトづくり発想」, 日科技連出版社.

Other references to relevant literature will be provided in the course materials.

Evaluation Exercises: 100% (12 exercises × 8.33% each = 100%).

- To be submitted on Waseda Moodle
- Late submission --> zero points for this exercise (no exception)
- Copying from other students --> zero points and no credits for the course (grade F), also for students whose work was copied
- > Do not share your completed exercises with other students
- Read all task descriptions carefully and consult all class materials (handout, video) before completing an exercise
- All page length requirements of exercises refer to A4-formatted paper, single-spaced writing, and 12-point font
- To be completed in English, no problem if linguistic mistakes

Note / URL

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