



# Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

## Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

# Consumer Science for Online Commerce

Course Code	E_MFEO_CSOC
Credits	6
Period	P1
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	K. Subrtova
Examiner	K. Subrtova
Teaching Staff	K. Subrtova
Teaching method(s)	Seminar, Lecture

## Course Objective

After successfully completing this course, you will be able to:

- Demonstrate a critical understanding of the key topics, concepts and theories covered in top academic journals that are important to effective consumer marketing management in the context of online commerce (Knowledge)
- Examine and understand problems from different perspective and put forward well-founded, substantiated points of view (Academic skills)
- Apply consumer-related theories, tools and strategies to real-life business problems related to online commerce (Bridging theory and practice)
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions (Social skills)
- Reflect upon yourself and take responsibility for your own actions (Awareness skills)

## Course Content

The digital age has ushered in a new era of consumer behavior, transforming how people interact with businesses and make purchasing decisions. With the rapid advancement of technology, rise of digital platforms, and widespread adoption of smartphones, companies face unique challenges and opportunities. The ability to understand, adapt, and respond to evolving consumer behavior in the digital age has become imperative for businesses survival and growth in a fiercely competitive market.

In this course you are inspired and challenged to discover the possibilities and consumer response to digital developments. Some of the topics we will cover include multiple channel realities, consumer behavior during the three important moments of customer journey online (search, purchase, and post-purchase), online marketing activities (e.g., online advertising, influencer marketing and brand-generated content on social media), mobile commerce and promotion, and electronic word of mouth.

## Additional Information Teaching Methods

Classroom discussions and tutorials (in-person), assignments (in-person and online).

## Method of Assessment

Written examination: 70%;  
Assignments (individual and group): 30%;  
each to be completed with a minimum score of 5.0.

## Entry Requirements

N/A

## Literature

Required readings consist of academic articles and will be announced via Canvas (together with other required materials).

### Additional Information Target Audience

Students are expected to attend the classes and tutorials (mandatory) and take an active role as learners because the exchange of ideas and discussions are core to the learning experience. As a student, you are expected to be responsible and accountable not only for doing your individual work but also for contributing to the learning and growth of your classmates. As instructors, we will create a safe, kind, warm and welcoming environment to foster such connections and expect that you show up - physically, mentally, psychologically - to push the discussions forward. This class is not suitable for those, who want to sit back and be a one-way recipient of information. Rather, you are expected to bring and contribute to the knowledge and skills, deepen the collective thinking and move the conversation forward.

We have designed the assessments to reflect this pedagogy. Anything we discuss during the class discussions and tutorials (what is included in the slides as well as whatever we discuss that might not be included in the deck) as well as any required preparation (e.g., readings, exercises, videos, surveys) are all fair game. In other words, attending and actively participating in the class discussions and tutorials as well as thorough preparation are necessary to do well in the final exam.

### Additional Information

This course is part of the Minor E-Business and Online Commerce.

### Explanation Canvas

Modules will be added to the Course environment on Canvas on a weekly basis

### Recommended background knowledge

A basic understanding of marketing principles and business-related courses.