

OIBUSY10 - International Consumer Behavior

Professor: Evelyn Odonkor
Contact information:
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Department: International affairs
Semester: 2

Course level: L3 undergraduate
Domain: Marketing
Teaching language: English
Number of in-class hours: 36
Number of course sessions: 11 + Exam
ECTS: 6

Course description and objectives

Consumer behavior is a discipline that looks at why people buy the things they do. This marketing discipline applies knowledge from areas such as psychology, sociology, anthropology, and economics to describe and understand how consumers are likely to behave. Consumer behavior attempts to understand the consumption activities of individuals as opposed to markets.

Knowledge of consumer behavior principles allows marketers and other managers to become more effective at making good decisions. They can better predict consumer actions, determine the needs of target markets, and understand how consumers perceive and understand marketing information. An understanding of consumer behavior may also assist individuals in understanding their own buying decisions.

Courses Objectives:

We attempt to understand:

- The impact of purchase involvement on consumer decision making.
- The various of kinds of decision models used by consumers
- How research and consumer behavior is used in market analysis.
- The influence of culture on consumer behavior.
- The assumptions about the nature of society that play a role in marketing decisions.
- The role of demographics in influencing consumer behavior.
- How consumption decisions are made with the household unit.
- The importance of perception in the development of retail strategy, brand names, logos, media strategy, advertising and package design.
- How to use learning and memory theories to develop product positioning strategies.
- Understand the nature of personality, motivation and emotion and the role they play in the consumption process.
- How attitudes are used to segment markets.

Prerequisites

Principles of Marketing. The student needs to be familiar with marketing concepts, cross-cultural interaction and be interested in social psychology.

Learning outcomes

- Upon successful completion of this course, students should:
- Be familiar with key theories, concepts and issues in consumer behavior
- Understand the important role of psychology, sociology and anthropology in the study of marketing.
- Understand the influence of culture on perception and the consequences on consumer behavior.
- Understand why and how marketing should adapt to its environment.

- Acquire effective critical thinking skills and be able to apply them to complex international issues.
- Be able to dissect, analyze and apply theories and concepts to various issues in Consumer Behavior.
- Develop culturally sensitive awareness of marketing issues.
- Be able to facilitate meaningful group discussions on marketing and other related topics.

Assignments and grading

- Participation: 10%
- Homework &/ Class work: 20%
- Final Project 30%
- Final exam 40%

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	Introduction
2	Consumers as Decision Makers
3	Perception
4	Learning and Memory
5	Motivation
6	The Self Research Project: Achieving Slimness
7	Personality and Lifestyle Research Project: Softening & Polishing the Male Market.
8	Attitude Change and Interactive Communication
9	Consumers and Subcultures
10	Cultural Influence on Consumer Behavior
11	Introduction Final Project Presentation
12	Final Exam

Bibliography

- Michael R. Solomon, *Consumer Behavior: Buying, Having & Being* (Global Edition), - 12th edition.
- Hoyer and McInnis, *Consumer Behavior*, Harvard Business Publishing Articles and Case Studies (HBP).

They are available for direct purchase online at Harvard Business Publishing.

<http://cb.hbsp.harvard.edu/cbmp/access/74046517>

MyCourse

This course is on MyCourse: **Yes**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Academic calendar

Dates (Monday/Sunday)		International Affairs courses
06/01/20	12/01/20	Welcome Week + French seminar
13/01/20	19/01/20	1
20/01/20	26/01/20	2
27/01/20	02/02/20	3
03/02/20	09/02/20	4
10/02/20	16/02/20	5
17/02/20	23/02/20	Holidays
24/02/20	01/03/20	6
02/03/20	08/03/20	7
09/03/20	15/03/20	8
16/03/20	22/03/20	9
23/03/20	29/03/20	10
30/03/20	05/04/20	11
06/04/20	12/04/20	Holidays
13/04/20	19/04/20	
20/04/20	26/04/20	Exams
27/04/20	03/05/20	
4/05/20	10/05/20	