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|---|---|--|---|--|-----------------------------|--|--|--|--|--|--|
| <b>ID</b>   | <b>Consumer Behaviour in an International Context</b>   |  |   |  |                             |  |  |  |  |  |  |
| <b>Modulcode FB:</b>  | <b>Englische Modulbezeichnung:</b><br><b>Consumer Behaviour in an International Context</b>   |  |   |  |                             |  |  |  |  |  |  |
| <b>Workload:</b><br>150 Hours, including<br>72 Contact hours<br>78 Self study hours | <b>ECTS-Punkte:</b><br>5 ECTS   | <b>Studiensemester:</b><br>6th Semester  | <b>Häufigkeit des Angebots:</b><br>Winter-/Sommersemester |  | <b>Dauer:</b><br>1 Semester |  |  |  |  |  |  |
| <b>Art:</b><br>Wahlpflichtmodul   | <b>Niveaustufe:</b><br>Master   | <b>Verwendbarkeit des Moduls:</b><br>wirtschaftswissenschaftliche Studiengänge |   |  |                             |  |  |  |  |  |  |
| <b>1</b>  | <b>Learning outcomes:</b><br>The course examines the importance and influence of consumer behaviour in an international context. After finishing the course, students will be able to understand how consumer characteristics, internal and external factors such as globalization, conflict and digitalization are affecting consumer behaviour in different markets. Students will be able to apply major concepts that are relevant in the international environment, by exploring best practice examples; and develop skills for creating, delivering, and communicating value in a variety of different markets, both not-for-profit and business.   |  |   |  |                             |  |  |  |  |  |  |
| <b>2</b>  | <b>Module content</b> <ol style="list-style-type: none"> <li>1. Overview, Definitions and Assessment</li> <li>2. Consumer Behaviour in an International Context</li> <li>3. Consumer Behaviour and Marketing Strategy</li> </ol> <p>Consumer Decision Process</p> <ol style="list-style-type: none"> <li>4. Situational Influences</li> <li>5. Problem Recognition</li> <li>6. Information Search</li> <li>7. Evaluation and Selection of Alternatives</li> <li>8. Outlet Selection and Product Purchase</li> <li>9. Post-purchase Process</li> <li>10. Customer Satisfaction and Loyalty</li> </ol> <p>Internal Influences</p> <ol style="list-style-type: none"> <li>11. Perception</li> <li>12. Learning &amp; Memory</li> <li>13. Motivation, Personality &amp; Emotion</li> <li>14. Attitude and Attitudinal change</li> </ol> <p>External Influences</p> <ol style="list-style-type: none"> <li>15. Demographics and Lifestyles</li> <li>16. Household structure and consumption behaviour</li> <li>17. Group Influence and Communication</li> <li>18. Social Stratification</li> <li>19. Culture and Cross-Cultural Variations in Consumer Behaviour</li> <li>20. External market disruptors, War, Epidemics, etc..</li> </ol> |  |   |  |                             |  |  |  |  |  |  |
| <b>3</b>  | <b>Lehr- und Lernmethoden:</b><br>2 SWS Seminaristischer Unterricht/ Seminar<br>2 SWS Übung/ Practical tutorial   |  |   |  |                             |  |  |  |  |  |  |
| <b>4</b>  | <b>Sprache:</b><br>English  |  |   |  |                             |  |  |  |  |  |  |
| <b>5</b>  | <b>Voraussetzungen für die Teilnahme am Modul:</b><br>Keine/None  |  |   |  |                             |  |  |  |  |  |  |
| <b>6</b>  | <b>Form der Prüfung:</b><br>Klausur / Examination   |  |   |  |                             |  |  |  |  |  |  |
| <b>7</b>  | <b>Bewertungsmethoden:</b><br>Benotet/ Graded   |  |   |  |                             |  |  |  |  |  |  |

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| <b>8</b> | <b>Voraussetzungen für die Vergabe von ECTS-Punkten:</b><br>bestandene Modulprüfung/ Students must pass module examination |
| <b>9</b> | <b>Bemerkungen:</b><br>Keine/ None   |