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<th>Course</th>
<th>Understanding Consumer Behavior in a Global and Online Environment, 3 ECTS credits</th>
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<tr>
<td>Year and period</td>
<td>M.Sc. 2, 16-20.7.2018</td>
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<tr>
<td>Teacher(s)</td>
<td>Associate Professor, Dr. Elfriede Penz, MAS, Eur.Ph.D. (WU Wien, Austria)</td>
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<td>Person(s) in Charge</td>
<td>Professor, D.Sc. (Econ.) Olli Kuivalainen, LUT</td>
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<td>Aims</td>
<td>This course centers on the role of the consumer in the marketing process. Studying consumer behavior enhances understanding of what marketing strategies are likely to be effective, how humans operate in the marketplace, and what sorts of social and cognitive mechanisms the consumer brings to the purchasing decisions. Thus, consumer behavior has managerial, psychological, and personal implications. Its basic objectives are: - to increase understanding of cultural differences in consumer behavior; - to provide the appropriate theories and concepts to make better marketing management decisions; and - to provide a forum for students to discuss and apply these concepts. After completing the course, students will be able to define and describe consumer behavior from a global perspective. Components, domains and processes of consumer behavior can be explained, identified and used for improving managerial decision-making.</td>
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<td>Content</td>
<td>The course will cover the basic principles of consumer behavior and the influence of the cultural environment on the consumer. In more detail, understanding those psychological principles at the consumer level will help to improve and plan effective marketing programs. Moreover, the course aims to provide students with an understanding of the role of new technologies for consumers and the consequences on marketing management. The following topics will be discussed: - Consumers’ Culture, Global Consumer Markets, Culture and Cross-Cultural Influences - Consumer Behaviour and New Technologies - Attention and Understanding, Perception and Exposure, Levels of Attention, Knowledge and Understanding - Attitudes, Intention &amp; Behavior, Social Context and Influences - Decision Making, Learning</td>
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### Modes of Study

The course readings and activities are designed to help blend theory and practice. Cases will allow to apply theories to real marketing problems. In addition, literature extracts (from scientific journals) will demonstrate the development of theory and provide empirical insights into CB related topics. For case analysis and presentations, students will form teams.

- Lectures and in-class assignments 30 hours
- Preparing for lectures 25 hours
- Preparing for exam 25 hours

Total workload 80 hours.

### Evaluation

Final grade 0-5. Evaluation 0-100 points:

**Individual:** (55%)  
- Active participation in class (10%)  
- Mini exams (35%)  
- Peer-rating (10%)

In each session, a mini-exam will be run in the beginning of the session.

**Group work:** (45%)  
- Team case study/literature review: write up (report) and presentation (25%)  
- Discussion (moderation) (20%)

Cases will be prepared for class. Each case and literature review will be presented by one team, with another team preparing a discussion on the same topic. Students will receive two case grades: one for the team presentation and case write-up; and a second for the team discussion.

All assignments must be passed to acquire the final grade.

### Study Materials

- Assigned reading.

### Prerequisites

For summer school students: previous studies in business recommended.

For MIMM degree students at LUT: Strategic Global Marketing Management.