Course Title
International Consumer Behavior

Professor
Evelyn Odonkor

Contact Information
Email: evelyn.odonkor@gmail.com / evelyn.odonkor@dauphine.fr

Language
English

Overview
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 behaviour may also assist individuals in understanding their own buying decisions.

Prerequisites
Principles of Marketing. The student needs to be familiar with marketing concepts, cross-cultural interaction and be interested in social psychology.
Course Objectives
We attempt to understand:

- The impact of purchase involvement on consumer decision making.
- The various 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.

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.

Mode of Assessment

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Homework &amp; Class work</td>
<td>20%</td>
</tr>
<tr>
<td>Final Project</td>
<td>30%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40%</td>
</tr>
</tbody>
</table>
Course Schedule

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
</tr>
<tr>
<td>2</td>
<td>Consumers as Decision Makers</td>
</tr>
<tr>
<td>3</td>
<td>Perception</td>
</tr>
<tr>
<td>4</td>
<td>Learning and Memory</td>
</tr>
<tr>
<td>5</td>
<td>Motivation</td>
</tr>
<tr>
<td>6</td>
<td>The Self</td>
</tr>
<tr>
<td>7</td>
<td>Research Project: Achieving Slimness</td>
</tr>
<tr>
<td>8</td>
<td>Personality and Lifestyle</td>
</tr>
<tr>
<td>10</td>
<td>Attitude Change and Interactive Communication</td>
</tr>
<tr>
<td>11</td>
<td>Consumers and Subcultures</td>
</tr>
<tr>
<td>12</td>
<td>Cultural Influence on Consumer Behavior</td>
</tr>
<tr>
<td>12</td>
<td>Final Project Presentation</td>
</tr>
<tr>
<td>12</td>
<td>Final Exam</td>
</tr>
</tbody>
</table>

Bibliography
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

Grading
The numerical grade distribution will dictate the final grade.

Class (Attendance) participation:
Attending all class sessions will allow the student to have solid understanding of the course content, leading to successful completion of the course. Thus, students who want to pass the course are expected to attend all class sessions, read and understand the required material before each class and participate actively in class discussions.
**Exam policy:** Students must be present on the exam date and time. No other arrangements will be made. Unauthorized documents and devices, including dictionaries and mobile phones are not allowed during the exam.

**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.