

Department: Business Administration		Program: MBA	
Course Name	Consumer Behaviour	Course Code	MKT 621
Pre-requisite	Not Applicable	Credit Hours	3

Brief Description

- This course compares various cultural models that are often used to explain contemporary consumer behavior, with focus on the Hofstede model. Convergence and divergence of consumption, national income, and sociodemographic variables are discussed as drivers that significantly impact consumer behavior. The course also elaborates on personal attributes, social processes and mental processes as important factors for marketing communications, as well as for enabling a proper understanding of consumer behavior. In addition, various relevant communication theories and advertising styles are discussed, taking into consideration differences in media usage, both classic and electronic.

Course Objectives

After completion of this course the student will be able to:

- Understand the impact of culture on consumer behavior.
- Evaluate various cultural models to explain consumer behavior.
- Assess the various factors that may impact contemporary consumer behavior.
- Discuss theories and concepts associated with consumer behavior.
- Demonstrate how digital technologies can drive consumer behavior.
- Develop awareness of different advertising styles and media usage.

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of consumer behaviour
- Apply the concepts, principles, and theories in different consumer behaviour situations
- Demonstrate written communication skills
- Have oral communication skills in consumer behaviour
- Have skills of using computer applications in consumer behaviour
- Have scientific research skills in the field of consumer behaviour
- Have the skills of critical thinking and analysis in the fields of consumer behaviour
- Have the skills in strategic thinking and finding solutions in consumer behaviour
- Believe, and practice sustainability in consumer behaviour
- Have the skills of leadership, teamwork, and decision making in consumer behaviour
- Have the ability to distinguish between ethical issues in consumer behaviour
- Have the competence of social responsibility in the fields of consumer behaviour
- Have the competence to deal with cultural diversity in consumer behaviour situations

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of Consumer behaviour
- Apply the concepts, principles, and theories in different consumer behaviour situations
- Demonstrate written communication skills in consumer behaviour
- Have oral communication skills in consumer behaviour
- Have skills of using computer applications in the field of consumer behaviour
- Have scientific research skills in the field of consumer behaviour
- Have the skills of critical thinking and analysis in the fields of consumer behaviour
- Have the skills in strategic thinking and finding solutions in consumer behaviour
- Believe, and practice sustainability in the field of consumer behaviour
- Have the skills of leadership, teamwork, and decision making in consumer behaviour
- Have the ability to distinguish between ethical issues related to consumers
- Have the competence of social responsibility related consumers
- Have the competence to deal with cultural diversity among consumers and business situations

Course Topics

- Consumer Behavior across Cultures
- Values and Culture
- Convergence and Divergence in Consumer Behavior
- Consumer Attributes
- Social Processes
- Mental Processes
- Culture, Communication, and Media Behavior

Text Book

- De Mooij, M. (2019). *Consumer behavior and culture: Consequences for global marketing and advertising*. Thousand Oaks, CA: SAGE Publications Limited.

Additional References

- Solomon, M. R., White, K., Dahl, D. W., Zaichkowsky, J. L. and Polegato, R. (2017). *Consumer behavior: Buying, having, and being*. Boston, MA: Pearson.
- Mandel, N., Rucker, D. D., Levav, J. and Galinsky, A. D. (2017). The compensatory consumer behavior model: How self-discrepancies drive consumer behavior. *Journal of Consumer Psychology*. Volume 27 (1), pp. 133-146.
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*. Volume 10, pp. 17-21.
- Hofacker, C. F., E. C. Malthouse, and F. Sultan. 2016. Big data and consumer behavior: Imminent opportunities. *Journal of Consumer Marketing* Volume 33 (2), pp. 89–97.

Online Resources			
Academic databases available through the University's Library website.			
Course Outline			
Week	Hours	Topics	Remarks
1	3	Introduction to Consumer Behaviour	
2	3	Consumer Behavior across Cultures	
3	3	Values and Culture	
4	3	Discussion of a research paper/ Case study	
5	3	Consumer Attributes	
6	3	Social Processes	
7	3	Social Processes	
8	3	Midterm Exam	
9	3	Discussion of a research paper/ Case study	
10	3	Mental Processes	
11	3	Mental Processes	
12	3	Culture, Communication, and Media Behavior	
13	3	Discussion of a research paper/ Case study	
14	3	Presentations	
15	3	Presentations	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	
Office Hours	

