



FH Salzburg

Course Syllabus

Study programm	Business Management
Course code	BWIB5CRGIL
Course title	Consumer Research in a Global Context
Term / year of study when the course is delivered	Fall/Winter Term
Cycle	1st cycle
ECTS credits / contact hours	5 / 28
Teaching units (hours/week - SWS)	2
Course type	ILV (Interactive lecture)
Prerequisites	B2 level in English, basic understanding of the principles of marketing
Language of instruction	English
Course content	<p>The field of consumer research is about understanding what motivates individual purchase decisions that are so important to business profitability. To understand individual purchases, we must understand basic psychological processes, social influence and specific behaviors at different stages of the consumer journey. This course will examine these concepts, drawing both on academic research, and on industry practice in a global context.</p> <ul style="list-style-type: none">• The Consumer Decision Process• External Influences of Consumer Behavior• Internal Influences of Consumer Behavior

Technology
Health
Media

Learning outcomes	<p>After attending this course, the student</p> <ul style="list-style-type: none"> • Understands the psychological and social principles of consumer behavior and their implications for corporate success. • Knows various criteria to measure consumer behavior and how to use these. • Can classify diverse corporate marketing activities based on the knowledge acquired in the course and design such activities for practical implementation. 															
Learning methods	Interaction in class, peer presentations															
Assessment methods & criteria	<ul style="list-style-type: none"> • Preparation and active participation in class: 10% • (This includes reading up on and preparing materials as requested by the teacher as well as actively contributing in class.) • Presentation of practical example 20 % • (Students present a practical implementation of the theories learned in class.) • Written Test 70% 															
Grading Scale	<table> <tr> <td>1</td> <td>Excellent</td> <td>100 - 93%</td> </tr> <tr> <td>2</td> <td>Good</td> <td>83 - 92%</td> </tr> <tr> <td>3</td> <td>Good average</td> <td>70 - 82%</td> </tr> <tr> <td>4</td> <td>Below average</td> <td>50 - 69%</td> </tr> <tr> <td>5</td> <td>Insufficient</td> <td>< 50%</td> </tr> </table>	1	Excellent	100 - 93%	2	Good	83 - 92%	3	Good average	70 - 82%	4	Below average	50 - 69%	5	Insufficient	< 50%
1	Excellent	100 - 93%														
2	Good	83 - 92%														
3	Good average	70 - 82%														
4	Below average	50 - 69%														
5	Insufficient	< 50%														
Recommended resources	Solomon, Michael R. (2010) Consumer behaviour: A European perspective. Pearson education.															
Attendance	75%															

Version: 16 July 2019



FH Salzburg