

## Course Descriptions NonDegree 2019-2020

Course Title Consumer Behaviour  
 Course Code EBC2041  
 ECTS Credits 6,5  
 Assessment None

| Period | Period | Start    | End      | Mon | Tue | Wed | Thu | Fri |
|--------|--------|----------|----------|-----|-----|-----|-----|-----|
| 4      |        | 3-2-2020 | 3-4-2020 |     | X   |     |     | X   |

Level Intermediate  
 Coordinator Kelly Geyskens For more information:k.geyskens@maastrichtuniversity.nl  
 Language of instruction English

Goals Consumer Behaviour aims at providing students with a better understanding of basic consumer buying behaviour in order to be able to describe, explain, and predict how consumers will behave under various marketing conditions and actions.

Description Consumers and their needs are at the core of marketing. The past decades have witnessed a shift from a mere sales- and product-oriented approach (whereby marketing was a matter of pushing already existing product lines and creating awareness for those products) to a consumer-oriented approach (whereby products fit identified needs of well-delineated consumer segments, i.e. products need to be 'positioned'). In order to be able to anticipate today's rapid changes in consumers' motives and needs, a decent understanding of the underlying mechanisms is a sine qua non. The objective of this course is to introduce the student to the principles of consumer behaviour. We start from formal theories and concepts and discuss their usefulness in developing effective marketing strategies. Most sessions will be organised around the consumer's purchase decision process, consisting of Need Arousal, Information Search and Processing, Brand Evaluation and Attitude Development, Purchase, Consumption and Postpurchase Evaluation. Other sessions address specific consumer-specific or environmental variables that affect this decision process.

Literature Consumer behavior textbook. Academic articles.

Prerequisites

Teaching methods Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

|   |   |
|---|---|
| Bachelor Economics and Business Economics - Economics                               | Year 3 International Business Economics Elective(s) |
| Bachelor Economics and Business Economics - Emerging Markets                        | Year 3 Elective Course(s)                           |
| Bachelor Economics and Business Economics - Economics and Management of Information | Year 2+3 Elective Course(s)                         |
| Bachelor Economics and Business Economics - International Business Economics        | Year 3 Business Elec(s) - Maj Inf Mgmt              |
| Bachelor Economics and Business Economics - International Business Economics        | Year 3 Business Elec(s) - Maj Macro                 |
| Bachelor Economics and Business Economics - International Business Economics        | Year 3 Business Elec(s) - Maj Micro                 |
| Bachelor Economics and Business Economics - International Business Economics        | Year 3 Core Course(s) - Maj Marketing               |
| Bachelor International Business - Emerging Markets                                  | Year 3 Elective Course(s)                           |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Accounting            |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Finance               |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Inf Mgmt              |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Org                   |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj SCM                   |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Strategy              |
| Bachelor International Business   | Year 3 Core Course(s) - Maj Marketing               |
| Pre-master International Business specialisation Strategic Marketing                | Disciplinary Course(s)                              |
| SBE Exchange Bachelor   | Bachelor Exchange Courses                           |
| SBE Exchange Master   | Bachelor Exchange Courses                           |
| SBE Non Degree Courses  | Bachelor Courses                                    |