

Course Descriptions None 2015-2016

Course Title Consumer Behaviour
 Course Code EBC2041
 ECTS Credits 6,5
 Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|----------|-----|-----|-----|-----|-----|
| 4 | 1-2-2016 | 1-4-2016 | | 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 Schiffman, L.G., Kanuk, L.L., Hansen, H. (2012). Consumer Behavior. A European Outlook. FT Prentice Hall, Essex.

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

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| Bachelor Economics and Business Economics Specialisation Economics and Management of Information | Free Electives |
| Bachelor Economics and Business Economics Specialisation International Business Economics | Business Elective |
| Bachelor Economics and Business Economics Specialisation International Business Economics | Major Marketing |
| Bachelor International Business Specialisation Emerging Markets | Major Marketing |
| Bachelor International Business | Business Electives (Major Accounting) |
| Bachelor International Business | Business Electives (Major Finance) |
| Bachelor International Business | Business Electives (Major Information Management) |
| Bachelor International Business | Business Electives (Major Organisation) |
| Bachelor International Business | Business Electives (Major Strategy) |
| Bachelor International Business | Business Electives (Major Supply Chain Management) |
| Bachelor International Business | Major Marketing |
| SBE Exchange Bachelor | Bachelor Exchange Courses |
| SBE Exchange Master | Bachelor Exchange Courses |
| SBE Non Degree Courses | Bachelor Courses |