Course Descriptions None 2025-2026

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

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	2-2-2026	27-3-2026		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	
Transitional Regulations	TRANSITIONAL REGULATIONS <ul class="trcohorts"> - Bachelor Economics and Business Economics - Economics and Management of Information [2024-2025 or earlier] - Bachelor Economics and Business Economics - International Business Economics [2024-2025 or earlier] - Bachelor International Business [2024-2025 or earlier] - From 2025-2026 onwards, education and exam/resit opportunities are offered. Alternative options may be available. See the Bachelor EER 2025-2026 Appendix I Article 16 for more information. <table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2025-2026 onwards</td><td>X</td><td>X</td><td>See the Bachelor EER 2025-2026 Appendix I Article 16 for more information</td></tr></tbody></table> TRANSITIONAL REGULATIONS <ul class="trcohorts"> - Pre-master International Business - Strategic Marketing [2022-2023 and earlier] - In 2023-2024 education and exam/resit opportunities are offered. Alternatively, students can take EBC2063 "Marketing Strategy and Practice" or EBC2062 "Brand Management". - From 2024-2025 onwards, the course is cancelled. <table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2023-2024</td><td>X</td><td>X</td><td>EBC2063 "Marketing Strategy and Practice" or EBC2062 "Brand Management"</td></tr><tr><td>2024-2025 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table>
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 Business Electives
Bachelor Economics and Business Economics - Emerging Markets	Year 3 Elective Courses
Bachelor Economics and Business Economics - Economics and Management of Information	In transition - Year 2+3 Elective Courses
Bachelor Economics and Business Economics - Economics and Management of Information	Year 3 Free Elective
Bachelor Economics and Business Economics - International Business Economics	In transition - Maj Inf Mgmt - Business Elec
Bachelor Economics and Business Economics - International Business Economics	In transition - Maj Macro - Business Elec
Bachelor Economics and Business Economics - International Business Economics	In transition - Maj Marketing - Core Courses
Bachelor Economics and Business Economics - International Business Economics	In transition - Maj Micro - Business Elec
Bachelor Economics and Business Economics - International Business Economics	Year 3 Business Elective
Bachelor International Business - Emerging Markets	Year 3 Elective Courses
Bachelor International Business	In transition - Maj Accounting - Business Elec
Bachelor International Business	In transition - Maj Finance - Business Elec
Bachelor International Business	In transition - Maj Inf Mgmt - Business Elec
Bachelor International Business	In transition - Maj Org - Business Elec
Bachelor International Business	In transition - Maj SCM - Business Elec
Bachelor International Business	In transition - Maj Strategy - Business Elec
Bachelor International Business	Year 3 Core Courses - Maj Marketing
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses
Pre-master International Business specialisation Strategic Marketing	Cancelled - Disciplinary Courses