

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: CONSUMER BEHAVIOUR ON INTERNATIONAL MARKET					
Studies: Management I cycle studies Management Specialty: International Business And Tourism			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	5	20	16	3
Course description: The Consumer Behavior in International Markets programme provides a comprehensive understanding of the complexities of consumer behavior in a global context. It delves into the various psychological, sociological, and cultural factors influencing consumers' choices and preferences across diverse markets. The curriculum focuses on examining the intricacies of consumer decision-making processes in an international setting. It aims to equip students with the knowledge and analytical skills necessary to comprehend and predict consumer behavior, emphasizing the importance of cultural sensitivity and cross-cultural nuances. Students explore market segmentation strategies and targeting techniques to identify and cater to diverse consumer segments effectively. They delve into brand perception, analyzing how consumers perceive brands and develop brand loyalty in different international markets. The course also addresses the impact of digital platforms and e-commerce on consumer behavior, exploring how technology shapes consumer interactions and purchasing decisions globally. Furthermore, it scrutinizes emerging trends in consumer behavior, including the adoption of innovative products/services and changing consumption patterns in response to ethical and sustainable considerations. The programme emphasizes the significance of market research methodologies to gather insights into consumer behavior, enabling students to develop effective marketing strategies tailored to international markets. The course is filled in with many case studies and practical examples of Consumer behavior on international market problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding Cross-Cultural Consumer Preferences: To analyze and comprehend the diverse factors influencing consumer behavior across different cultural contexts. 2. Market Segmentation and Targeting: To develop skills in identifying and targeting diverse consumer segments in international markets. 3. Psychological and Sociological Influences: To explore the psychological and sociological aspects impacting consumer decision-making processes. 4. Brand Perception and Loyalty: To examine how consumers perceive and build loyalty towards brands in a global context. 5. Digital and E-commerce Consumer Behavior: To understand consumer behavior in online environments and e-commerce platforms across international markets. 6. Consumer Trends and Innovation Adoption: To analyze evolving consumer trends and the adoption of innovative products/services in global markets. 7. Ethical Consumption and Sustainability: To examine consumer attitudes and behaviors towards ethical consumption and sustainable products in international markets. 8. Consumer Engagement and Experience: To explore strategies for enhancing consumer engagement and delivering exceptional experiences across borders. 					

9. **Market Research and Analysis Skills:** To equip students with the tools and methodologies for conducting effective market research in international contexts.

Teaching the functions and role of Consumer behaviour on international market for contemporary market entities, developing skills in solving consumer problems, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on Consumer behaviour on international market problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Consumer behaviour on international market in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The Consumer Behavior in International Markets programme provides a comprehensive understanding of the complexities of consumer behavior in a global context. It delves into the various psychological, sociological, and cultural factors influencing consumers' choices and preferences across diverse markets. The curriculum focuses on examining the intricacies of consumer decision-making processes in an international setting. It aims to equip students with the knowledge and analytical skills necessary to comprehend and predict consumer behavior, emphasizing the importance of cultural sensitivity and cross-cultural nuances. Students explore market segmentation strategies and targeting techniques to identify and cater to diverse consumer segments effectively. They delve into brand perception, analyzing how consumers perceive brands and develop brand loyalty in different international markets. The course also addresses the impact of digital platforms and e-commerce on consumer behavior, exploring how technology shapes consumer interactions and purchasing decisions globally. Furthermore, it scrutinizes emerging

trends in consumer behavior, including the adoption of innovative products/services and changing consumption patterns in response to ethical and sustainable considerations. The programme emphasizes the significance of market research methodologies to gather insights into consumer behavior, enabling students to develop effective marketing strategies tailored to international markets.

Main topics:

1. Introduction to Consumer Behaviour in Global Markets
2. Cross-Cultural Consumer Preferences and Behaviour
3. Market Segmentation in International Markets
4. Brand Perception and Loyalty in Global Context
5. Digital Consumer Behaviour and E-commerce Trends
6. Ethical Consumption and Sustainability in International Markets
7. Consumer Engagement Strategies in Global Business
8. Trends in Consumer Behaviour: Innovation Adoption in Global Markets
9. Market Research Techniques for International Consumer Behaviour

Literature

Main texts:

1. Solomon, Michael R. - "Consumer Behavior: Buying, Having, and Being" - Pearson - 2019
2. Hoyer, Wayne D., MacInnis, Deborah J., Pieters, Rik** - "Consumer Behavior" - Cengage Learning - 2018

Additional required reading material:

1. Schiffman, Leon G., Kanuk, Leslie Lazar - "Consumer Behavior" - Pearson - 2019
2. Belk, Russell W., Llamas, Rosa M.** - "The Routledge Companion to Digital Consumption" - Routledge - 2018
3. Arnould, Eric J., Thompson, Craig J. - "Consumer Culture Theory" - Sage Publications Ltd - 2018
4. Foxall, Gordon R.- "Consumer Behavior Analysis: Marketing Strategy Perspectives" - Routledge - 2019

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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