

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

PSYCHOLOGY OF CONSUMER BEHAVIOUR ON INTERNATIONAL MARKET

Studies: Management

II cycle studies
Excellence in Management
Specialty: International Sales Management

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	20	-	1

Course description:

The Psychology of Consumer Behaviour on the International Market study program delves into the intricate world of consumer psychology within a global context. In an era of interconnected markets, understanding the psychological factors that drive consumer decisions is crucial for businesses seeking international success. The curriculum is designed to foster cultural understanding, emphasizing the profound impact of culture on consumer behaviour. Students will develop cross-cultural consumer analysis skills, enabling them to interpret and anticipate consumer responses across diverse international markets. Strategies for global market segmentation based on psychological factors will be explored, providing insights into tailoring marketing approaches to distinct cultural preferences. This program goes beyond surface-level observations, delving into the psychological impact of marketing strategies on a global scale. From advertising to brand perception, students will gain insights into how psychological principles shape consumer responses in different international contexts. A key focus is on understanding the intricacies of consumer decision-making in a global context. This involves studying the psychological processes that influence purchasing choices and considering the variations in decision-making across cultures. Through this program, students will emerge with a nuanced understanding of the psychological underpinnings of consumer behaviour, well-equipped to navigate the complexities of the international market.

The course is filled in with many case studies and practical examples of psychology of consumer behaviour on international market problems, so it should be interesting for all those students who are eager to deal with psychology of consumer behaviour issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Cultural Understanding: Develop a deep understanding of the cultural factors influencing consumer behaviour in diverse international markets.
2. Cross-Cultural Consumer Analysis: Equip students with the skills to analyse and interpret consumer behaviour across different cultural contexts.
3. Global Market Segmentation: Explore strategies for global market segmentation based on psychological factors affecting consumer preferences.
4. Psychological Impact of Marketing Strategies: Understand how psychological principles influence the effectiveness of marketing strategies on an international scale.
5. Consumer Decision-Making in a Global Context: Study the psychological processes involved in consumer decision-making on an international level, considering cultural variations.

Teaching the functions and role of psychology in marketing for contemporary market entities, developing skills in solving psychological problems in marketing, as well as analysing data

(from primary and secondary data).

Creating presentations for the reports and written reports on Influencer and viral marketing techniques problems. Training of social competences related to collective problem solving sales and distribution strategies and preparing and introducing all stages of Influencer and viral marketing techniques in contemporary world.

COURSE EVALUATION:

Workshops – n/a

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 Psychology of Consumer Behaviour on the International Market study program delves into the intricate world of consumer psychology within a global context. In an era of interconnected markets, understanding the psychological factors that drive consumer decisions is crucial for businesses seeking international success. The curriculum is designed to foster cultural understanding, emphasizing the profound impact of culture on consumer behaviour. Students will develop cross-cultural consumer analysis skills, enabling them to interpret and anticipate consumer responses across diverse international markets. Strategies for global market segmentation based on psychological factors will be explored, providing insights into tailoring marketing approaches to distinct cultural preferences. This program goes beyond surface-level observations, delving into the psychological impact of marketing strategies on a global scale. From advertising to brand perception, students will gain insights into how psychological principles shape consumer responses in different international contexts. A key focus is on understanding the intricacies of consumer decision-making in a global context. This involves studying the psychological processes that influence purchasing choices and considering the variations in decision-making across cultures. Through this program, students will emerge with a

nanced understanding of the psychological underpinnings of consumer behaviour, well-equipped to navigate the complexities of the international market.

Main topics:

1. Introduction to Consumer Psychology in International Markets
2. Cultural Influences on Consumer Behaviour
3. Cross-Cultural Consumer Analysis
4. Market Segmentation Strategies – psychological issues
5. Psychological Impact of Marketing Communication
6. Brand Perception Across Cultures
7. Consumer Decision-Making Processes in a psychological Context
8. The Role of Emotions in International Consumer behaviour
9. Cultural Differences in Perception and Memory
10. Ethical Considerations in International Consumer Behaviour – psychological issues

Literature

Main texts:

1. Solomon, Michael R. - "Consumer Behavior: Buying, Having, and Being" - Pearson - 2017
2. Hofstede, Geert - "Cultures and Organizations: Software of the Mind" - McGraw-Hill - 2010
3. Schiffman, Leon G. - "Consumer Behavior" - Pearson - 2012
4. Usunier, Jean-Claude - "International and Cross-Cultural Management Research" - Sage Publications - 2010
5. Sheth, Jagdish N. - "Consumer Behavior: A Managerial Decision-Making Approach" - Wiley - 2011
6. Peñaloza, Lisa - "Consumer Culture Theory" - Emerald Group Publishing - 2012
7. Belk, Russell W. - "Research in Consumer Behavior" - Emerald Group Publishing - 2010
8. Kardes, Frank R. - "Consumer Behavior and Managerial Decision Making" - Pearson - 2013
9. Loudon, David L. - "Consumer Behavior: Concepts and Applications" - McGraw-Hill - 2010

Additional required reading material:

1. Czinkota, Michael R. - "Global Business: Positioning Ventures Ahead" - Wiley - 2010
2. Holt, Douglas B. - "How Brands Become Icons: The Principles of Cultural Branding" - Harvard Business Review Press - 2004
3. Hofmann, Wilhelm - "Cross-Cultural Differences in Perspectives on the Self" - Psychology Press - 2010

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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