

Syllabus: “Consumer Behaviour Research”

International School, Summer Term 2025
Rita Bagchi M.A. PGDAPR.

(a) Inhalt und Ansatz | Content and Approach

- The course explores consumer behavior by integrating insights from psychology, sociology, anthropology, and economics, and it has been designed for students who have a marketing background
- Key topics of the course include:
 - The significance of consumer behavior and research
 - Internal influences such as motivation, involvement, personality, self-image, lifestyle, perception, learning, attitude formation, and communication.
 - External influences including culture, subculture, social class, reference groups, family dynamics, and the diffusion of innovations.
 - The consumer decision-making process
- For the successful completion of the course, the student will be awarded 3 ECTS. Therefore, students should be prepared to spend considerable time working with the study content.
- Completion of assignments and adherence to deadlines are mandatory.
- Participants are required to register for the course via Stud.IP, where all teaching resources will be made available. If there are problems with the registration via Stud.IP please contact Rita Bagchi via rita_bagchi@yahoo.com.

(b) Qualifikationsziele | Learning Objectives

- The course aims to create and develop awareness for the complexity of consumer decision-making. At the end of the course students will be able
 - to identify key terms, concepts, and theories of consumer behavior
 - to critically evaluate major consumer behavior theories, assessing their strengths, limitations, and applications.
 - to apply consumer behavior concepts to real-world marketing challenges and develop effective marketing strategies.
 - To analyze current consumer behavior trends and apply insights to marketing a product or service.

(c) Kursstruktur | Course Structure

- 2 weekly lecture hours
Tuesday 14:15-15:45 Room D 0117

(d) Kontakt | Contact

- Email: rita_bagchi@yahoo.com

(e) Studien- und Prüfungsleistungen | Course Assessment

- Assessment: class assignments (20%) & written examination (90 min, 80%)
- Examination date: 08/07/25
- 3 ECTS
- It is required to register through QIS during 16/06/25 and 29/06/25 for assessment.