



APPLIES TO ACADEMIC YEAR 2007/2008

GRA 6434 International consumer behavior

Program

Master of Science in International Marketing and Management

Responsible for the course

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Department

Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

The globalisation and internationalisation of consumer markets present businesses a plethora of opportunities but at the same time several challenges. A successful organization is a well prepared organization. For this, it is important to understand consumers' behaviour in the global arena.

Objective

The purpose of the course is to give an introduction to issues in international consumer behaviour which are pertinent for any firm operating internationally. This course covers the various topics relevant for marketers seeking or catering to a global consumer market and how to research these in order to not make avoidable mistakes.

Prerequisites

Marketing Management and Consumer Behaviour at the undergraduate level is required. International Marketing Management is helpful to have had.

Compulsory literature

Collection of articles:

A collection of scientific articles from e.g. Journal of International Marketing Review, Journal of Marketing Research, Journal of Economic Psychology, Journal of International Business Studies, American Sociological Review. Other journals may be added to this list.

Recommended literature

Course outline

- Consumer behaviour
- Comparing consumer behaviour across cultures
- Issues in conducting cross-cultural consumer research
- Country of origin
- Consumer ethnocentrism
- Consumer animosity
- Cultural stereotyping
- International communication issues

Computer-based tools

Course structure

36 lecture hours during which the main topics (as listed in the course outline) are given extensive and in-depth coverage. Class time will also include group discussion of problems and general class discussions. Assigned readings should be carefully studied prior to each class meeting. The lecture hours will generally have one or two groups of students present the

assigned reading and manage a class discussion. The professor will integrate and summarise the discussion in concluding remarks regarding the discussion topic.

In this course class attendance is mandatory. Unexcused absence can result in a lower score. Specific Information regarding student evaluation will be provided in class.

Evaluation

Students will be evaluated for the course based on three criteria:

1. Group presentation of assigned reading, accounting for 20% of the grade
2. Individual class participation, accounting for 30% of the grade
3. Written and oral presentation of group term paper, accounting for 50% of the grade

The term paper will require students to work in groups of two to three people. The objective of this term paper will be to develop a study based on an existing paper/study. The 'new' study as described in the paper is expected to extend or improve the existing work.

Evaluation code(s)

GRA 64341 accounts for 100 % of the final grade in the course GRA 6431.

Aids at the examination

Not applicable

Makeup exam

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Honor code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.