



APPLIES TO ACADEMIC YEAR 2009/2010

GRA 6434 International Consumer Behavior

Programme

Master of Science in International Marketing and Management

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

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.

Learning outcome

The students develop, through studies of important research papers, knowledge of current issues in international consumer behaviour.

Such knowledge is pertinent for any firm operating internationally. The students become aware of some of the special challenges in conducting international marketing research and ways of overcoming such difficulties. Due to the interactive format of the course the students also develop their skills in making professional presentations, manage a discussion and participate actively in discussion of international consumer issues.

Prerequisites

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

Compulsory reading

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.

Other:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

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

Blackboard

Learning process and workload

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.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

Examination

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

1. Group presentations of assigned readings and/or class participation, accounting for 50% of the grade
2. 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.

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

Exam code(s)

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

Examination support materials

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Additional information

Due to the interactive and participative format of the course, the class size is limited to 40 students.

Honour Code

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

Any violation of the honour 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 academic integrity. If you have any questions about your responsibilities under the honour code, please ask.