

## Course form to fill in (STP 2025)

### Course title:

CONSUMER BEHAVIOR: NEW TRENDS 2765

### Staff responsible for the course:

Farah HEFIED

### Lecturers:

Mitchell FINK

## 1) COURSE PRESENTATION

### Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

### **At the end of the course, the student should be able to:**

1A - 1.A Demonstrate an international mindset, 1B - 1.B Successfully collaborate within an intercultural team, 4C - 4.C Convey powerful messages using contemporary presentation techniques, 5B - 5.B Construct expert knowledge from cutting-edge information

The objective of this module is to introduce students to the multitude of influences that consumers are exposed to daily in their regular consumption endeavours. Concrete topics are as follows: 1. Consumer decision-making: cognition, perception, motivation 2. Personal influences 3. Social influences 4. Cultural influences 5. Sustainable consumption, & responsible marketing trends

### Prerequisites:

You must not write courses' codes or names but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

Principles of Marketing / Fundamentals of Marketing / Art and Science of Marketing (whichever applies depending on the program)

### Course contents:

Here, an abstract of the course can be given, or the different chapters of the course can be simply written down.

*(The description should not take more than ten lines)*

The course encourages students to develop their understanding in the following areas: 1. Understand key concepts of consumer behavior in an international environment. 2. Analyze and solve business problems taking into consideration different markets. 3. Leverage consumer behavior concepts and theories to identify situational, social and cultural influences on consumers to develop appropriate marketing strategies. 4. Construct an informed view about key responsible marketing issues towards consumption.

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	
- <i>Tutorials</i>		
- <i>Coaching</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books readings</i>		
- <i>E-learning</i>		
- <i>Research</i>	8	
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	15	
- <i>Individual Projects</i>		
- <i>Personal work</i>	10	
<b>Total working time for the student</b>	<b>49</b>	

## 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

## 4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

**You must also define clearly how feedback will be given to students (in accordance with the feedback policy).**

The course evaluation is composed by group project and individual assignment of a given topic. The feedback for group project is given verbally after the presentations. students will receive summative feedbacks together with grades.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)			35
	MCQ			
<u>Final exam</u>	Oral final exam/Presentation (ORAL)			
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)			40
	Individual Project (IPROJ)			25
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
<b>Total</b>				<b>100%</b>

## 5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

<b>Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):</b>
Consumer Behavior - A European Perspective. Solomon, M.R., Askegaard, S., Hogg, M. K. & Bamossy, G. J. (2019, Pearson, 7th edition)

<b>Class books :</b>

<b>Reviews :</b>
Wang, Z., Yuan, R., Luo, J., Liu, M. J., & Yannopoulou, N. (2023). Does personalized advertising have their best interests at heart? A quantitative study of narcissists' SNS use among Generation Z consumers. Journal of Business Research, 165, 114070. Wang, Z., Yuan, R., Luo, J., & Liu, M. J. (2022). Redefining "masstige" luxury consumption in the post-COVID era. Journal of Business Research, 143, 239.
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### Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL