

OIBUSY10 – International Consumer Behaviour

Professor: Evelyn ODONKOR

Contact information:

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Department: International affairs

Semester: 2

Course level: L3 Undergraduate

Domain: Business

Teaching language: English

Number of in-class hours: 33

Number of course sessions: 10 + Exam

ECTS: 6

Course description and objectives

Consumer behavior is a discipline that looks at why people buy the things they do. This marketing discipline applies knowledge from areas such as psychology, sociology, anthropology, and economics to describe and understand how consumers are likely to behave. Consumer behavior attempts to understand the consumption activities of individuals as opposed to markets. Knowledge of consumer behavior principles allows marketers and other managers to become more effective at making good decisions. They can better predict consumer actions, determine the needs of target markets, and understand how consumers perceive and understand marketing information. An understanding of consumer behavior may also assist individuals in understanding their own buying decisions. We attempt to understand:

- The impact of purchase involvement on consumer decision making
- The various of kinds of decision models used by consumers
- How research and consumer behavior is used in market analysis
- The influence of culture on consumer behavior. The assumptions about the nature of society that play a role in marketing decisions
- The role of demographics in influencing consumer behavior
- How consumption decisions are made with the household unit
- The importance of perception in the development of retail strategy, brand names, logos, media strategy, advertising and package design
- How to use learning and memory theories to develop product positioning strategies
- Understand the nature of personality, motivation and emotion and the role they play in the consumption process
- How attitudes are used to segment markets

Prerequisites

Principles of Marketing. The student needs to be familiar with marketing concepts, cross-cultural interaction and be interested in social psychology.

Learning outcomes

Upon successful completion of this course, students should:

- Be familiar with key theories, concepts and issues in consumer behavior
- Understand the important role of psychology, sociology and anthropology in the study of marketing.
- Understand the influence of culture on perception and the consequences on consumer behavior.
- Understand why and how marketing should adapt to its environment.
- Acquire effective critical thinking skills and be able to apply them to complex international issues.
- Be able to dissect, analyze and apply theories and concepts to various issues in Consumer Behavior.

- Develop culturally sensitive awareness of marketing issues.
- Be able to facilitate meaningful group discussions on marketing and other related topics.

Assignments and grading

Participation: 10%
 Homework &/ Class work: 20%
 Final Project 30%
 Final exam 40%

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	Creating the Desired Consumer
2	Consumer & Social Well Being
3	Perception
4	Learning and Memory
5	Motivation and Affect
6	The Self
7	Personality, Lifestyles & Values
8	Attitude, Attitude Change & Interactive Communication
9	Decision Making
10	Final Project presentation
11	Final Exam and Project Presentations

Bibliography

- *Michael R. Solomon, Consumer Behavior: Buying, Having & Being (Global Edition), - 12th edition.*
- *Evelyn Odonkor, Un Regard sur les Messages Publicitaires destinés aux enfants.*
- *Hoyer and McInnis, Consumer Behavior, Harvard Business Publishing Articles and Case Studies (HBP).*
- *The Century of the Self, Adam Curtis*

Lecturer's biography

Born in Ghana, Professor Odonkor joined The American University of Paris in 2016. She acquired her bachelor's degree in business at the University of Washington, and her MBA at Seattle University. Professor Odonkor held multiple management positions in various industries before leaving the United States to France where she began her doctorate. Her doctoral thesis was a cross-cultural analysis of the influence of values on advertising messages targeting children in France, Ghana and the United States. During this period, she was a lecturer at the Université Paris-Dauphine, where she taught various business courses. She was also the head of international relations and student exchange for one of the university's most prestigious programs in banking, and finance. Professor Odonkor's research interest is varied. She has a strong interest in cross-cultural issues in consumer behavior and management. Her work expands from the role of children in society and how it affects advertising messages to how consumers express "the self" through the acquisition of mobile phones. She also has a strong interest in Cuba, where she has studied the magic of marketing when advertising is illegal and the deep-rooted meanings behind the acquisition of mobile devices.

Moodle

This course is on Moodle: **Yes**.

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.