

Consumer Behaviour						
Module Code	Workload 180 hrs.	Credits 6	Semester 4	Frequency of Module Only winter semester	Duration 1 Semester	
1	Module Components		Teaching Language	Contact Hours	Self Study	Class Size
	a) Consumer Behaviour		a) English	a) 33,75 hrs.	a) 86,25 hrs.	a) 30
	b) Tutorial Consumer Behaviour		b) English	b) 11,25 hrs.	b) 48,75 hrs.	b) 30
2	<p>Learning Outcomes</p> <p>After successful completion of the module the students</p> <p>Knowledge (1) ... can describe, label and differentiate major terms and concepts in the area of consumer behaviour. ... can explain the scope and relevance of consumer behaviour in business.</p> <p>Comprehension (2) ... can explain the effects of digitization on the behaviour of online consumers. ... can formulate relevant and practical questions related to consumer behaviour.</p> <p>Application (3) ... can reflect their own buying behaviour along with major concepts of consumer behaviour. ... can explain the practical relevance and consequences of major concepts towards different target groups and consumer settings. ... can reflect on the practical meaning of major theoretical concepts for marketing and business management.</p>					
3	<p>Individual Component Content</p> <p>a) - Consumer decision making (online/offline) - Purchase (online/offline) - Consumer Satisfaction - Brand relevance - Relevance of Personality - Social Status - Values - Attitudes and Lifestyle - Social Influence - Point of Sales - After-Sales Behaviour - Corporate Buying Decisions - Digitization</p>					

4	Teaching Methods a) Lecture b) Practical
5	Prerequisites None
6	Methods of Assessment Modulprüfung Consumer Behaviour 1K (Written Exam) (6 LP)
7	Applicability of Module Business Management and Psychology B.A. (BMP)
8	Person Responsible for Module
9	Reading List (Core Texts and Recommended Texts)