



CIEE Global Institute – Berlin

Course name:	Identifying Consumption Patterns
Course number:	(GI) MKTG 2001 BRGE
Programs offering course:	Berlin Open Campus, Berlin Global Architecture and Design
Open Campus Track:	Business
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Fall 2019

Course Description

In this course we will learn about the analysis of consumer behavior for marketing purposes, i.e. how and why consumers make buying decisions. Overall, understanding consumer behavior enables marketers to more effectively meet the needs of buyers in the market, and to be more successful in the market. We will examine theories of consumer behavior from various social sciences (i.e., marketing, psychology, sociology and anthropology) as well as study application principles to marketing problems such as product development, pricing, and positioning. The theories are discussed and analyzed in a critical perspective where the students will reflect and discuss the dilemmas connected to influencing and changing consumer habits.

Learning Objectives

By completing this course, students will:

- Develop a critical understanding of how consumers make decisions
- Consider the personal and environmental factors that influence consumer decisions
- Conduct comparative analyses of consumer habits according to cultural background and infer market strategies based on these differences.
- Learn basic analytic frameworks and concepts used to better understand customers, as well as broader marketplace behaviors and consumption trends

Course Prerequisites

None.



Methods of Instruction

This course is will be taught using in-depth interactive lectures focused on consumer behavior, case study discussions, group projects as well as field trips to local companies. Students will be expected to engage in weekly assignments. Invited guest speakers who are experts in the field will add to the learning objectives of this course.

Assessment and Final Grade

Students will be assessed by the following criteria:

1. Case Study Assignments:	15%
2. Group Project (Presentation):	15%
3. Group Project (Written):	25%
4. Final Exam:	25%
5. Class Participation:	20%
TOTAL:	100%

Course Requirements

Case Study Assignments

Every student will be assigned a case in the industry. In an essay of 1,200 words, the student will define the consumption trends evidenced in the case study and then elaborate strategies to address that specific market challenge.

Group Project (Presentation)

15-minute presentation stating main features of consumers trends in a specific industry (for example: retail garments or wine preferences)

Group Project (Written)

The major assignment in the course is a team project that asks you to identify a marketing opportunity within Europe, determine consumer reactions to this opportunity and adjustments to be made depending on the markets selected, and develop strategic recommendations on this basis. The final result will be a report of approximately 1,900 to 2,000 words in length.



Final Exam

The final exam will cover the main theories and facts about consumer preferences in Europe, and the role of companies reacting to these trends. The exam will be based on the class discussions and content from lecture slides. It will be composed of essay questions and will cover material from the entire course.

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities. In addition, volunteering comments and responding to questions is welcome at all times. To ensure broad-based participations, students may be asked to respond even though they do not volunteer a comment.

Attendance Policy

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.



Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time. Unexcused absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1 content classes, or up to 2 language classes	Participation graded as per class requirements
10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements; written warning
More than 20%	3 content classes, or 5 language classes	Automatic course failure , and possible expulsion

Weekly Schedule

Week 1

Class 1:1 Introduction

In this introductory session, students will be given an overview of the course and major topics to be covered. In the second half of class, different approaches to consumer behavior will be presented and debated with regard to their explanatory benefits as well as shortcomings.

Reading:

Consumer Behavior: Buying, Having and Being, chapter 1



Class 1:2 Market profiles in Europe: Who are we?

In this session, students will see the main features of what can be considered a European market, and the way in which marketing and supply operates within regional and national contexts. Students will then be guided to analyze a case study of a European airline company. The exercise will focus on internal and external factors affecting consumer behavior, including motivation, personality, perception, learning, and memory.

Reading:

Consumer Behavior: Buying, Having and Being, chapter 5

Week 2

Class 2:1 Cultural influences on consumer behavior

Students will explore the importance of cultural context. Consumers' decisions and choices depend on the values they have inherited from the culture in which they are immersed, and these beliefs frequently affirm what is considered desirable.

Reading:

Princen, T., Maniates, M. & Conca, K. (2002). "*Confronting Consumption*", Cambridge: MIT Press. Part 1.

Consumer Behavior: Buying, Having and Being, chapter 3

Class 2:2 The role of commercial leaders in triggering consumption

Students will have a conversation with a leader from an organization that coordinates common strategies to enhance consumption trends in the local market. There will also be a review of some comparative cases with other countries in Europe.

Co-Curricular Excursion: Berlin Partner for Business and Technology

A unique public-private partnership, Berlin Partner collaborates with the Berlin State Senate and over 280 companies dedicated to promoting their city. Berlin



Partner also provides a range of programs to help companies launch, innovate, expand and secure their economic future in Berlin.

Week 3

Class 3:1 Brands, innovation and consumption

In this session, students will study the nature of brands, marketing design battles and trends in Europe based on innovative and disruptive brands.

Co-Curricular Excursion: Stone Brewing

Stone Brewing is one of the world's fastest-growing craft brewers and is attempting to disrupt the dominant industrial beer market. The company has been listed on "Inc. 500 | 5000 Fastest Growing Private Companies List" 11 times since 1996.

Due date for submission of case study assignment

Class 3:2 Age profile and consumption behavior

Students in this session will study "Millennials in Europe" vs. an increasingly aging population contrasting market participation as consumers. A case study will be presented for analysis and discussion in small groups during class.

Reading:

Princen, T., Maniates, M. & Conca, K. (2002). *"Confronting Consumption"*, Cambridge: Mit Press. Part 2.

Week 4

Class 4:1 Virtual versus real commerce

This session will be devoted to discuss and analyze online shopping. As well as the impact of the internet consumption in Europe.

Co-Curricular Excursion: Zalando



Zalando is a cross-platform online store that sells shoes, clothing and other fashion items. The company was founded in Germany in 2008 and now operates in fifteen European countries.

Reading:

Zelenak, M. & Reiboldt, W. (2009). "*Consumer Economics: The Consumer in our Society*", Scottsdale, Ariz: Holcomb Hathaway Publishers. Chapters 1 - 5.

Consumer internet purchasing behavior in Germany. Chapter to be assigned.

Class 4:2 The retail consumers, differences and similarities in Germany

In this session, students will study shoppers and retail dynamics in Europe, as well as the movements and trends. Current changes in the German retail industry will be analyzed.

Reading:

Zelenak, M. & Reiboldt, W. (2009). "*Consumer Economics: The Consumer in our Society*", Scottsdale, Ariz: Holcomb Hathaway Publishers. Chapters 6 - 8.

Week 5

Class 5:1 The protection of consumer rights

In this session, students will review the reaction to prices and effect of purchasing power parity (PPP). We will explore some local organization and institutions that oversee the proper and fair relations between the retail and consumers, "consumer protection (Sernac, etc.)".

Reading:

Dongling, Ch. (1999), "*World Consumption Economics*", Singapore: World Scientific Publishing. Chapter 3.

Class 5:2 Final Exam



This session will be used for students to ask final questions and make comments about the course contents. This session will conclude with the final exam.

Final Exam

Week 6

Class 6:1 Guest speaker

In this session we will have a guest speaker from the German American Chambers of Commerce. The topic will be: “Trends in the German consumption of US products”.

Due date for submission of group project (written)

Class 6:2 Project presentations

This final session will be devoted to group project presentations and a final discussion.

Due date for submission of group project (presentation)

Readings

Cateora, Ph. (2015) “*International Marketing*”, Ed Pearson, 2015.

Dongling, Ch. (1999), “*World Consumption Economics*”, Singapore: World Scientific Publishing.

Princen, T., Maniates, M. & Conca, K. (2002). “*Confronting Consumption*”, Cambridge: MIT Press.

Solomon, M.R. (2014) “*Consumer Behavior: Buying, Having and Being*”, Pearson Education Inc.