



Subject	Marketing
Course:	Consumer Behavior
Professor in charge:	Prof. Dr. Erika Leischner
Target group:	Students in their fifth semester (BBA and Diploma)
Class contact hours:	2 hours per week
Aims:	<ul style="list-style-type: none">• The students should get to know the state of the art of consumer research.• They should get aware of how consumer behavior is shaped by psychological as well as social factors and by the influences of the media environment.• Furthermore, they should learn how – based on psychological and sociological knowledge - marketing can influence consumer behavior and finally,• they should critically reflect these techniques of influencing consumer behavior.
Contents:	<ol style="list-style-type: none">1 Introduction to consumer research2 Psychological processes concerning consumer behavior<ol style="list-style-type: none">2.1 Activating processes<ol style="list-style-type: none">2.1.1 Arousal and attention2.1.2 Emotion2.1.3 Motivation2.1.4 Attitude2.2 Cognitive processes<ol style="list-style-type: none">2.2.1 Perception2.2.2 Information processing2.2.3 Learning and memory2.3 Consumer decision making3 Environmental influences on consumer behavior<ol style="list-style-type: none">3.1 Overview: personal and media experience3.2 Personal experience<ol style="list-style-type: none">3.2.1 Physical environment3.2.2 Social environment<ol style="list-style-type: none">3.2.2.1 Family3.2.2.2 Reference groups / opinion leaders3.2.2.3 social class / lifestyle / culture4 Consumer research and marketing ethics
Methods:	Lecture, discussion, practices and reading assignments
Examination:	final written or oral exam as a part of the exam in marketing
Literature:	<ul style="list-style-type: none">• Engel, J.F., Blackwell, R.D. und P.W. Miniard (2001): Consumer Behavior, 9. Auflage, Forth Worth: The Dryden Press• Foscht, T. und Swoboda, B. (2004): Käuferverhalten – Grundlagen, Perspektiven, Anwendungen, Wiesbaden: Gabler• Kroeber-Riel, W. und P. Weinberg (2003): Konsumentenverhalten, 8. Auflage, München: Vahlen• Kuß, A. und T. Tomczak (2000): Käuferverhalten, 2. Auflage, Stuttgart: Lucius und Lucius• Schiffman, L. und L.L. Kanuk (2004): Consumer Behavior, 8. Auflage, New Jersey: Prentice Hall
Language:	German
Case Studies:	Yes



**Fachhochschule
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Fachbereich Wirtschaft Rheinbach
Bachelor Course Syllabus