



Consumer Behavior (6670)

(IBA Master)

Summer Term 2026

Tuesday 9 am – 12 pm in GD HS3

Instructor: Erik Hermann

Schedule (preliminary)

04/14/2026	Introduction
04/21/2026	Perception, Learning, and Memory
04/28/2026	Motivation, Emotion, Involvement, Attitudes and Attitude Change
05/05/2026	Values, Demographics, Psychographics, and Self
05/12/2026	Individual Decision Making and Post Decision Processes
05/19/2026	External Influences
05/26/2026	Postmodern Consumers

Objectives: The course provides an introduction to consumer behavior. Participants will acquire and understand major concepts, procedures, and theories in consumer behavior. They will gain and develop analytical skills in order to analyze and to understand the behavior of consumers.

Please note: This course provides an academic view on consumer behavior, not a practitioner's view.

Structure: The primary objective of the course will be achieved through class meetings. Students will follow the lecture. Questions related to a particular class (both content and administrative issues) will be answered during that class and during the following class but not thereafter, outside of class meetings, or via email.

Examination: Students who want to take the course for six credits have to pass an exam. All exam questions will be true/false questions. The exam will be offered at the end of the first teaching block in June and an alternative exam will be offered in September. No alternative examination procedures and/or additional examinations dates will be offered. You need to register for the exam you intend to take within the provided period for registration. If you do not register in time, you cannot participate in the exam.

Course Material: All lecture material will be provided on [Moodle](#). The lecture will be videotaped. The recorded lecture will be available on Moodle for a period of (ca.) one week. Students are not allowed to download, to forward, or distribute the videotaped lecture. Any transgressions of proprietary rights will be prosecuted. **We do not hold any liabilities for technical problems and cannot guarantee that each session will be videotaped.**

Registration: Please register for the course on [Moodle](#).

Literature: The lecture is oriented along the content of several major textbooks:

Avery et al., 2013, Consumer Behavior. Human Pursuit of Happiness in the World of Goods, 3rded., Cincinnati: Houghton Mifflin

Hoyer et al., 2023, Consumer Behavior, 8th ed., Boston: Cengage.

Schiffman / Wisenblit, 2019, Consumer Behavior, 12th ed., NJ: Pearson.

Solomon, 2020, Consumer Behavior. Buying, Having, and Being, 13th ed., Harlow: Pearson

Solomon et al., 2019, Consumer Behavior. A European Perspective, 7th ed., Harlow: Pearson Education.

Contact: Erik Hermann, hermann@europa-uni.de