



Consumer Behavior Summer

Term 2025 - IBA Master

Fridays, 2 s.t. - 6p.m., GD Hs 7

Instructor: Dr. Silke Knoll

Schedule of lecture (preliminary)

11/04/2025	Introduction; Perception, Learning, and Memory
18/04/2025	---
25/04/2025	---
02/05/2025	Motivation, Emotion, Involvement, Attitudes and Attitude Change
09/05/2025	Values, Demographics, Psychographics, and Self
16/05/2025	Individual Decision Making and Post Decision Processes
23/05/2025	External Influences; 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.

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

Videos, Slides, and Literature: The lecture material (lecture videos and slides) will be provided on Moodle (<https://moodle.europa-uni.de/>). The lecture videos will be available temporarily, that is, for one week. It is not allowed to download the video files of the lectures neither to forward or distribute any course material. Any transgressions of proprietary rights will be prosecuted. We do not hold any liabilities for technical problems and cannot guarantee that each lecture will be videotaped

The lecture is oriented along the content of major consumer behavior textbooks:

- Avery et al., 2013, Consumer Behavior. Human Pursuit of Happiness in the World of Goods, 3rd ed., 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.

Examination: Students who want to take the course for credits take part in a final exam at the end of the semester. The final evaluation will be entirely based on the exam. No alternative examination dates or alternative examination procedures will be offered. Students need to register for the exam within the provided registration period. If students do not register in time, they cannot take the exam. Please note: Policies regarding academic integrity must be followed. Any transgressions will be punished. If issues of academic integrity arise in this class, students should talk to the instructor immediately.

Contact: Dr. Silke Knoll, knoll.extern@europa-uni.de