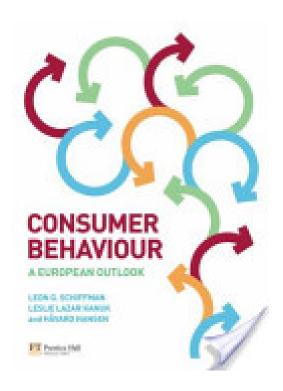
Consumer Behavior (SS 2017)



ANNOUNCEMENT





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Please feel free to contact me at any time if potential questions regarding the course might arise.

Time schedule

Friday, May 5th, 2017: 14:00 – 20:00: lectures & potential guest lectures

Saturday, May 6th, 2017: 09:00 – 18:00: lectures

Friday, May 19th, 2017: 14:00 – 20:00: lectures & potential guest lectures

Saturday, May 20th, 2017: 09:00 – 18:00: lectures

Friday, June 16th, 2017: 14:00 – 20:00: lectures & potential guest lectures

Saturday , **June 17**th , **2017**: **09:00** – **18:00**: student presentations

Rooms for all lectures will be announced soon.

Agenda

Date	Content	Readings
05.05.2017	Introduction	
05.05.2017	An Introduction to the Study of Consumer Behaviour	SKH: Chapter 1
05.05.2017	Consumer Research	SKH: Chapter 2
06.05.2017	Market Segmentation	SKH: Chapter 3
06.05.2017	Consumer Decision-Making	SKH: Chapter 4
06.05.2017	Consumer Motivation	SKH: Chapter 5
06.05.2017	Personality and Consumer Behaviour	SKH: Chapter 6
19.05.2017	Consumer Perception	SKH: Chapter 7; FVS
19.05.2017	Consumer Learning	SKH: Chapter 8
19.05.2017	Consumer Attitude Formation and Change	SKH: Chapter 9
20.05.2017	Communication and Consumer Behaviour	SKH: Chapter 10; RSSJ
20.05.2017	Reference Groups and Family Influences	SKH: Chapter 11
20.05.2017	Social Class and Consumer Behaviour	SKH: Chapter 12
20.05.2017	Consumer Influence and the Diffusion of Innovations	SKH: Chapter 15
16.06.2017	Brand Management and Consumer Behaviour	KLK
17.06.2017	Student presentations	

Literature

Textbooks:

Schiffman, L.G., L.L. Kanuk, and H. Hansen (2011 or later): *Consumer Behavior: A European Outlook*. 2nd Edition, Prentic-Hall Pearson (Chapters 1 to 12 + chapter 15; **SKH**)

Articles:

- Fischer, M., Völckner, F., and Sattler, H. (2010). How important are brands? A cross-category, cross-country study. *Journal of Marketing Research*, 47, 823-39. (**FVS**)
- Relling, M., Schnittka, O., Sattler, H., and Johnen, M. (2016). Each can help or hurt: Negative and Positive Word of Mouth in Social Network Brand Communities. *International Journal of Research in Marketing*, 33, 42-58. (RSSJ)
- Keller, K. L. (1993): Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57, 1-22. (KLK)

Examination

Form of instruction:

Written exam (90 minutes) & student presentation must be taken in English.

Student presentation:

- Each group of students (group size and length of presentation will be announced on May 5th)will get the opportunity to present a scientific journal article from the Journal of Consumer Research (http://www.ejcr.org/; free choice of the article; only requirement: the article must include at least one empirical study)
- A successful presentation in front of the class can lead to a 0.7 or 0.3 bonus for the final grade of the course (if the written exam is passed; same presentation-grade for all group-members)
- The presentation should include all <u>relevant</u> parts of the article (practical relevance, aim & contribution of the research, key hypotheses/theoretical framework, research design information, main results & implications)
- Registration of the group presentation (indicating group members & journal article) via email (oliver@sam.sdu.dk) not later than May 30th