



# ANNOUNCEMENT

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# Contact information

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

# Time schedule

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**Friday , May 5<sup>th</sup>, 2017: 14:00 – 20:00: lectures & potential guest lectures**

**Saturday, May 6<sup>th</sup>, 2017: 09:00 – 18:00: lectures**

**Friday, May 19<sup>th</sup>, 2017: 14:00 – 20:00: lectures & potential guest lectures**

**Saturday, May 20<sup>th</sup>, 2017: 09:00 – 18:00: lectures**

**Friday, June 16<sup>th</sup>, 2017: 14:00 – 20:00: lectures & potential guest lectures**

**Saturday , June 17<sup>th</sup>, 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	<i>SKH: Chapter 1</i>
05.05.2017	Consumer Research	<i>SKH: Chapter 2</i>
06.05.2017	Market Segmentation	<i>SKH: Chapter 3</i>
06.05.2017	Consumer Decision-Making	<i>SKH: Chapter 4</i>
06.05.2017	Consumer Motivation	<i>SKH: Chapter 5</i>
06.05.2017	Personality and Consumer Behaviour	<i>SKH: Chapter 6</i>
19.05.2017	Consumer Perception	<i>SKH: Chapter 7; FVS</i>
19.05.2017	Consumer Learning	<i>SKH: Chapter 8</i>
19.05.2017	Consumer Attitude Formation and Change	<i>SKH: Chapter 9</i>
20.05.2017	Communication and Consumer Behaviour	<i>SKH: Chapter 10; RSSJ</i>
20.05.2017	Reference Groups and Family Influences	<i>SKH: Chapter 11</i>
20.05.2017	Social Class and Consumer Behaviour	<i>SKH: Chapter 12</i>
20.05.2017	Consumer Influence and the Diffusion of Innovations	<i>SKH: Chapter 15</i>
16.06.2017	Brand Management and Consumer Behaviour	<i>KLK</i>
17.06.2017	Student presentations	---

# Literature

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## Textbooks:

Schiffman, L.G., L.L. Kanuk, and H. Hansen (2011 or later): *Consumer Behavior: A European Outlook*. 2<sup>nd</sup> Edition, Prentice-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 5<sup>th</sup>) 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 relevant 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](mailto:oliver@sam.sdu.dk)) **not later than May 30<sup>th</sup>**