

10. SRH INTERNATIONAL WEEK 2019: Course description

Title of Course:	International Customer Insights
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer/Title/ Position Home University Email	Emma Wijnen Lecturer Marketing & Psychology Fontys University of Applied Sciences - the Netherlands e.wijnen@fontys.nl
Course description/ Contents:	<p>This course discusses a variety of factors that drive consumer behaviour by asking questions such as why is it such a bad idea to go grocery shopping on an empty stomach? (arousal), why do dieters give in so easily to forbidden food? (self-control) and why do men prefer zero coke to light coke? (expectations). During this course you will work with these factors so that you can apply these in the rest of your studies and future career. You will also learn what the implications are for an international marketing plan, by for instance adjusting pricing strategies or promotional activities.</p> <p>During the course you will experience (irrational) consumer behaviour yourself by conducting experiments in an international context. In this way you really get to know the international customer. Afterwards, you will advise an international brand on how to deal with the surprising mind of an international customer.</p>
Learning outcome:	<p>After this course, the student is able to:</p> <ul style="list-style-type: none"> • Understand and explain the basic principles underlying consumer decision making (with a focus on behavioral economics and consumer psychology). • Apply consumer decision making principles to a variety of different contexts. • Evaluate the implications of consumer decision making for the marketing mix. • Independently design a tactical marketing plan with a focus on behavioral economics and consumer psychology.
Examination:	Presentation in subgroups, where students present a tactical marketing plan for a self-chosen company, applying the consumer decision making principles discussed during the classes.
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. What is the most irrational thing you have ever done? 2. How do you make purchase decisions? 3. Are you being influenced and if yes, by who and how? 4. What do you believe are things that companies are doing to influence customers?
Essential reading:	Ariely, D. (2012). <i>Predictably Irrational. The hidden forces that shape our decisions</i> . Harper Collins USA. (pdf/handout)