

Syllabus of Record

Program: CET Prague

Course Code / Title: PR/MKTG 335 International Buyer Behavior and the Czech Consumer

Contact Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Marketing / Economics, International Business

Language of Instruction: English

Prerequisites / Requirements: Prior coursework in Business, Psychology, or Sociology is recommended but not required.

Description

This course explores international consumer behavior, analyzing how cultural, social, psychological, and economic factors shape purchasing decisions across markets. Students develop and strengthen their ability to identify, distinguish, and understand key decision-making influences, while applying theoretical frameworks to practical marketing scenarios. With a particular focus on Czech consumer behavior and insights from Czech experts, students engage with local perspectives and examine cross-cultural strategies. Throughout the course, they conceptualize and hone adaptive approaches to global marketing, building analytical skills and demonstrating mastery of culturally responsive practices.

Objectives

Through their participation in this course, students will:

- Understand the key principles of buyer behavior in an international context.
- Analyze cultural, social, and economic influences on consumer decision-making.
- Examine how marketing strategies impact consumer choices.
- Compare Czech consumer behavior with global trends.
- Apply consumer behavior theories to practical marketing scenarios.

Requirements

This course employs lectures, case studies, class discussions, short films, group/teamwork, guest lectures, and (where possible) field study course components to promote and enhance student engagement with the material. Active student involvement is essential to their success in the course, and students are expected to apply the theory-based knowledge acquired during the course to analyze and resolve "real" problems of international marketing as presented in the case studies. Students are expected to attend each class and field study course component as outlined in the CET Attendance Policy. Students are expected to prepare all assigned materials before the relevant class session and come prepared to participate thoughtfully in class discussions. All assignments must be submitted via Canvas unless otherwise noted.

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Graded assignments include:

- **Class Participation:** Students are expected to contribute actively to class discussions, linking concepts from the class presentations and their assignments with their own observations and experiences.
- **Individual Assignment (Book Review):** Critical analysis of a consumer behavior book selected from the faculty's curated library or any approved book, demonstrating understanding of theoretical concepts and their practical applications. Students evaluate the book's relevance to international buyer behavior and Czech consumer contexts (1,500-2,000 words).
- **Group Report (Consumer Behavior Analysis):** Collaborative research project analyzing Czech consumer behavior patterns for a specific product category or demographic segment. Students utilize both primary research methods (surveys, interviews, or observations) and secondary sources (market reports, academic studies, and industry publications) to produce a comprehensive analysis (3,000-4,000 words).
- **Group Presentation:** 15-minute presentation (with speakers' notes) of key findings from the group report, including visual aids and data analysis, followed by 5 minutes for questions and discussion.
- **Mid-term Exam:** Comprehensive assessment covering all course concepts and their application to international buyer behavior and the theoretical frameworks studied during the first half of the semester. The exam includes true/false questions, important concept questions (with charts, diagrams, and illustrations where students must supply titles), and multiple-choice questions.
- **Final Exam:** Comprehensive assessment covering all course concepts and their application to international buyer behavior and the theoretical frameworks studied during the second half of the semester. The exam includes true/false questions, important concept questions (with charts, diagrams, and illustrations where students must supply titles), and multiple-choice questions.

Grading

The final grade is determined as follows:

Class Participation (<i>see rubric below</i>)	10%
Individual Assignment (Book Review)	20%
Group Report (Consumer Behavior Analysis)	15%
Group Presentation	15%
Mid-term Exam	20%
Final Exam	20%

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Class Participation Grading Rubric

Performance Level	Grade Range	Description
Outstanding	90-100%	Contributions provide important insights, well-supported arguments. If this student were not a member, class quality would be significantly less.
Good	80-89%	On-target, well-supported contributions. If this student were not a member, class quality would be slightly less.
Poor	70-79%	Obvious comments without value. Contribution to class quality is minimal.
Attending Non-participant	60-69%	Attends but mainly silent. Contribution to class quality is negligible.
Unsatisfactory	Below 60%	Inadequate preparation. If this student were not a member, discussion quality would be enhanced.

Readings / Resources

Textbooks:

Babin, Barry J., and Eric G. Harris. *CB: Consumer Behavior*. 9th ed. Boston: Cengage Learning, 2022.

Solomon, Michael R., Gary Bamossy, Søren Askegaard, and Margaret K. Hogg. *Consumer Behaviour: A European Perspective*. 7th ed. Harlow: Pearson Education, 2019.

Other readings:

Ariely, Dan. *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. Revised and Expanded ed. New York: Harper, 2009.

Berger, Jonah. *Contagious: Why Things Catch On*. New York: Simon & Schuster, 2013. [Also titled: *Contagious: How to Build Word of Mouth in the Digital Age*.]

Cialdini, Robert B. *Influence: The Psychology of Persuasion*. Revised ed. New York: Harper Business, 2021.

Dooley, Roger. *Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing*. Hoboken: Wiley, 2011.

Evans, Martin, Ahmad Jamal, and Gordon Foxall. *Consumer Behaviour*. 3rd ed. Chichester: John Wiley & Sons, 2016.

Gbadamosi, Ayantunji. *Consumer Behaviour and Digital Transformation*. 1st ed. London: Routledge, 2024.

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Hawkins, Del I., and David L. Mothersbaugh. *Consumer Behavior: Building Marketing Strategy International Edition*. 1st ed. London: McGraw-Hill, 2023. (Includes four chapters written specifically to focus on the European context.)

Kahneman, Daniel. *Thinking, Fast and Slow*. New York: Farrar, Straus and Giroux, 2011.

Lindstrom, Martin. *Buyology: Truth and Lies About Why We Buy*. New York: Random House, 2008.

Sethna, Zubin. *Consumer Behaviour*. 5th ed. London: SAGE Publications, 2023.

Sutherland, Rory. *Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life*. New York: HarperCollins, 2019.

Thaler, Richard H., and Cass R. Sunstein. *Nudge: Improving Decisions About Health, Wealth, and Happiness*. Updated ed. New York: Penguin Books, 2021.

Underhill, Paco. *Why We Buy: The Science of Shopping*. Updated ed. New York: Simon & Schuster, 2009.

Content

Topic 1 – Introduction to Consumer Behavior

- Definition and importance of consumer behaviour in global markets
- The Consumer Behaviour Value Framework and its applications
- Overview of the Czech consumer market and its development
- Historical context of Czech consumer culture post-1989
- Introduction to cross-cultural consumer research methodologies

Topic 2 – Psychological Influences on Buying Decisions

- Perception and consumer learning processes
- Memory, cognition, and decision-making mechanisms
- Czech consumers' cognitive processing and preferred information sources
- Cultural differences in information processing styles
- Impact of digital media on consumer perception

Topic 3 – Motivation and Emotions in Consumer Behaviour

- The role of emotions and motivation in purchasing decisions
- Emotional branding and marketing strategies effectiveness
- Czech consumers' emotional engagement with domestic and international brands
- Maslow's hierarchy of needs in different cultural contexts
- Emotional appeals in Czech advertising practices

Topic 4 – Personality, Self-Concept, and Lifestyle

- The influence of personality and self-image on purchasing behaviour
- Psychographics and lifestyle segmentation techniques

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- Czech market segmentation based on lifestyle preferences and values
- Generational differences in Czech consumer behaviour
- Urban versus rural consumption patterns in the Czech Republic

Topic 5 – Attitudes and Consumer Decision-Making

- Attitude formation and change processes
- Persuasion techniques in marketing and their cultural effectiveness
- Czech consumer attitudes towards advertising and foreign brands
- Trust and skepticism in post-communist consumer markets
- Word-of-mouth and social proof in Czech consumer culture

Topic 6 – Cultural and Social Influences on Buying Behaviour

- Cultural values, norms, and their impact on consumption patterns
- Social class, reference groups, and family influences on purchasing
- Czech cultural values and their effect on consumption choices
- Collectivist versus individualist tendencies in Czech society
- Impact of European Union membership on consumer behaviour

Topic 7 – Group and Situational Influences

- The role of peer groups and opinion leaders in purchasing decisions
- Influence of shopping environments and atmospherics
- The impact of e-commerce and social media on Czech consumers
- Online versus offline shopping preferences in the Czech Republic
- Mobile commerce adoption and digital payment preferences

Topic 8 – The Consumer Decision Process

- Need recognition and information search behaviours
- Evaluation of alternatives and final decision-making criteria
- Czech consumers' research habits and brand preferences
- Price sensitivity and value perceptions in the Czech market
- Post-purchase evaluation and satisfaction factors

Topic 9 – Post-Purchase Behaviour and Customer Loyalty

- Consumer satisfaction measurement and loyalty programs
- Handling consumer complaints and retention strategies
- Czech consumers' brand loyalty and switching behaviour patterns
- Customer lifetime value in emerging markets
- Building long-term relationships with Czech consumers

Topic 10 – Ethics and Consumer Protection

- Ethical considerations in international marketing practices
- Consumer protection laws and regulations in the Czech Republic
- Corporate social responsibility and its impact on consumer choice
- Sustainable consumption trends among Czech consumers

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- Transparency and trust in marketing communications

Topic 11 – International Market Differences and Globalization

- Comparing Czech consumer behaviour with other European markets
- Trends in globalization and standardization versus localization strategies
- How international brands adapt to succeed in the Czech Republic
- Regional variations within Central and Eastern European markets
- Future trends in global consumer behaviour

Field study and experiential learning components may include:

- Visit to Czech retail environments and shopping centers for consumer observation
- Guest lectures by Czech marketing professionals and consumer research experts
- Market research project in local Prague neighborhoods
- Analysis of Czech advertising campaigns and their cultural adaptations

Syllabus of Record is subject to minor changes in Term-specific Syllabus at faculty's discretion.