



Syllabus der Lehrveranstaltung am CDHK					
Fakultät	Sino-German School for Postgraduate Studies (CDHK)				
Veranstaltungstitel	Comparative Studies of Consumer Behavior: China and Germany				
Veranstaltungsform	Vorlesung <input checked="" type="checkbox"/>	Übung <input checked="" type="checkbox"/>	Seminar <input checked="" type="checkbox"/>	Projekt <input type="checkbox"/>	Andere <input type="checkbox"/>
Veranstaltungszeit	Jahr 2024	SS <input type="checkbox"/> WS <input checked="" type="checkbox"/>			
Verantwortlich	Lehrstuhl Dr. Jan Harder		Dozent: Prof. Dr. Pei Wang-Nastansky		
Kontaktdaten	E-Mail: pei.wang-nastansky@th-ab.de		Tel./Fax.: 0086-21-6598-0765		
Sprechstunde	By appointment, during seminar week				

1. Termine (Datum/ Zeit/ Raum)

Sept. 4+5: 10:00 - 15:30
Sept. 13.: 10:00 - 16:00

2. Lernziele

The overall goal of this course is to offer students an insight and knowledge of consumer behavior on international marketplaces to balance challenges of globalization and regionalization in the context of international business. The emphasis is placed on Chinese markets. A comparison will be drawn between the Asian economic giant and Germany, the European economic powerhouse. In addition, students will gain intercultural communication competence of consumer products in target countries. After successfully completing the course, students should be able to :

- Describe core decision process modules and communication concepts related to consumer behavior.
- Identify and compare psychological, social, and cultural differences between German and Chinese consumers with respect to purchasing and consumption processes.
- Analyze and establish how theories and models of consumer behavior can be applied for choosing appropriate marketing strategies in different countries.
- Develop and formulate intercultural marketing and communication strategies in targeted market(s) based upon analyses of consumer behavior, product & service portfolios, and assessment of the role of consumption.

Die Veranstaltung vermittelt ... (in % - Summe = 100)

Fachkompetenz	50	Method. Kompetenz	30	Systemkompetenz	10	Sozialkompetenz	10
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3. Lehrinhalte



This course offers German/foreign and Chinese students a profound understanding of consumer behavior in China and Germany, which are distinct from one and another with respect to cultural, history and economic development. Via case analysis, research findings, and in-class discussions, the course content exams cultural, psychological, economical, technological development as well as family and social impact on consumer behavior.

This course encompasses both, the macro-level research findings, and the micro level of consumer behavior (i.e., the psychological as well as the sociological perspectives) via country specific consumer behavior case studies. It consists of two complementary sections:

- In section one, it presents existing research outcomes and models regarding consumer behavior as well as its state-of-the-art marketing implementation.
- The second section consists of case studies and research findings regarding how internal as well as external aspects influence consumers' decision processes in targeted countries.

4. Unterrichtssprache

English

5. Arbeitsaufwand

- Preparation and review work: Attendance in all three sessions.
- Team or Individual-based Project Assignment

ECTS	2 (= 60 hours student workload)
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Anmerkung:

ECTS Credit Points (CP) sind ein Maß für den zeitlichen Aufwand, den durchschnittliche Studierende aufwenden müssen um das Lernziel eines Moduls erfolgreich zu erreichen. Der Arbeitsaufwand pro ECTS entspricht 30 Arbeitsstunden. Zu dem zeitlichen Aufwand zählt neben der Kontaktzeit (z.B. Vorlesung, Übung, Praktikum) zusätzlich die Vor- und Nachbereitung, die Bearbeitung von Übungsaufgaben, das Anfertigen von Seminararbeiten, die Prüfungsvorbereitung usw.

6. Leistungsbewertung

20% active participation during seminar hours and discussion
80% final assignment due 3-4 weeks after the seminar

7. Literaturhinweise, Skripte

Print-Unterlagen vorhanden?	<input type="checkbox"/>	Erhältlich:	
Digitale Unterlagen vorhanden?	<input checked="" type="checkbox"/>	Erhältlich:	(in-work and to be announced later)



Pflichtlektüre:

Sept. 4+5: 10:00 - 15:30

Sept. 13.: 10:00 - 16:00

8. Sonstiges

Max. number of participant: 25.

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