

| Syllabus CDHK   |  |  |   |  |                                 |
|-----------------|--|--|---|--|---------------------------------|
| Faculty         | Sino-German School for Postgraduate Studies (CDHK)                 |  |   |  |                                 |
| Title           | Comparative Studies of Consumer Behavior: China, India and Germany |  |   |  |                                 |
| Course Form     | Lecture <input checked="" type="checkbox"/>                        | Exercise <input checked="" type="checkbox"/> | Seminar <input checked="" type="checkbox"/> | Workshop <input checked="" type="checkbox"/> | Others <input type="checkbox"/> |
| Semester        | Year 2021/22   | SS <input type="checkbox"/>                  | WS <input checked="" type="checkbox"/>      |  |                                 |
| Responsible     |  |  |   | Lecturer : Prof. Dr. Pei Wang-Nastansky      |                                 |
| Contact data    | Email: pei.wang-nastansky@th-ab.de                                 |  | Tel./Fax.: 0086-21-6598-0765                |  |                                 |
| Consulting Hour | By appointment, during seminar week                                |  |   |  |                                 |

### 1. Date/Time/Room

#### Online

18.11.21: 09:30-16:00

19.11.21: 09:30-16:00

20.11.21: 09:30-13:30

### 2. Learning Target

The overall goal of this course is to offer students an insight and knowledge of consumer behavior on international marketplaces in order to balance challenges of globalization and regionalization in the context of international business. An emphasis is placed on the Asian emerging markets, such as China & India. A comparison will be drawn between the two big Asian economic giants and Germany, the European economical 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 :

1. Describe core decision process modules and communication concepts related to consumer behavior.
2. Identify and compare psychological, social, and cultural differences between European and Asian consumers with respect to purchasing and consumption processes.
3. Analyze and establish how theories and models of consumer behavior can be applied for choosing appropriate marketing strategies in different countries.
4. 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.

*The course covers...(in%-Sum=100)*

|                  |    |                    |    |                   |    |                   |    |
|------------------|----|--------------------|----|-------------------|----|-------------------|----|
| Prof. competence | 50 | Method. competence | 30 | System competence | 10 | Social competence | 10 |
|------------------|----|--------------------|----|-------------------|----|-------------------|----|

### 3. Course Content Description

This course offers German/foreign and Chinese students a profound understanding of consumer behavior in three countries, China, India, and German, which are distinct from one and another with respect to cultural, history and economical development. Via case analysis, research findings, and in-class experiments, the course content pertains to cultural, psychological, economical, technological development as well as influences in family and society as a whole in three countries.

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 cultural and other social aspects influence consumers' decision processes in targeted countries.

Furthermore, ethical challenges are analyzed in emerging Asian markets as well as in European countries, the consumption-based societies in which both positive and negative aspects are open for examination.

#### 4. Language

English & German

#### 5. Workload

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

*ECTS Credit Points*      2 (= 60 hours student workload)

#### Note:

The European Credit Transfer and Accumulation System (ECTS) is a student-centered system based on the student workload required to achieve the objectives of a program of study. One ECTS stands for around 30 student working hours. Student workload in ECTS consists of the time required to complete all planned learning activities such as: attending lectures, seminars, laboratory classes; independent study; preparation of projects, dissertations, examinations and so forth.

#### 6. Exam Form / Assessment

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

#### 7. Literature, Scripts

|                             |                                     |     |                                     |
|-----------------------------|-------------------------------------|-----|-------------------------------------|
| Print-material available?   | <input type="checkbox"/>            | at: |                                     |
| Digital material available? | <input checked="" type="checkbox"/> | at: | (in-work and to be announced later) |

#### Obligatory Lecture:

##### Online

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20.11.21: 09:30-13:30

#### 8. Others



中德学院  
Chinesisch-Deutsches  
Hochschulkolleg



同济大学  
TONGJI UNIVERSITY

Max. number of participant: 25.

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CDHK

Sino-German School for Postgraduate Studies  
50 Chifeng Lu | Shanghai 200092 | VR China  
上海市赤峰路50号 同济大学中德学院 邮编: 200092

[cdhk.tongji.edu.cn](http://cdhk.tongji.edu.cn)