

MBM401EKS - Consumer Behavior

Course responsible

Herbjørn Nysveen, Department of Strategy and Management.

Objectives:

The students will develop skills in understanding consumer psychology and consumer decision making - critical skills when developing marketing strategies.

Topics

A successful marketing strategy must be based on knowledge about consumer behavior. For marketers, the key to successful development of marketing tactics is to understand how consumers think and feel (consumer psychology), how they make their decisions, and what are the main antecedents influencing consumers' decisions. If a company does not have this insight, their marketing strategy will likely fail, and competitive advantages will evaporate. In a branding perspective, insight into consumer behavior is critical for the understanding of how to position products and services in a market and how to build positive, strong and unique brand associations. The main topics covered in the course are consumer psychology, the process of making decisions, the consumer's culture, and consumer behavior outcomes and issues.

Themes:

Consumer psychology (Motivation, perception, knowledge, attitudes, memory and retrieval)

Consumer decision making (problem recognition, information search, judgments and decision, post-decision process)

Consumer's culture (consumer diversity, social class and household, consumer values, personalities and lifestyle, and social influences on consumer behavior)

Consumer behavior outcomes and issues (example adoption of innovations, symbolic consumer behavior, ethics, and social responsibility)

Prerequisites

None.

Literature

Hoyer, W. D. and MacInnis (2010). Consumer Behavior, 5th edition, South-Western, Cengage Learning, US.

Selected articles.

Teaching

Primary plenary sessions.

Itslearning lectures.

Requirements for course approval

Presentation (in group)

ItsLearning assignments

Exam

Three hour written exam and group term paper.

Group term paper counts 40% of total grade. The exam counts 60%.

Grading scale A - F.

Computer tools

None.

MBM402EKS – Brand Equity and Pricing

Course responsible

Mark Pasquine, Department of Strategy and Management.

Objectives:

The students will learn how to develop and analyze brand equity, and become familiar with methodological approaches for measuring brand equity. Students will also learn key approaches for how to price and value brand products and services.

Topics

Understanding the sources and consequences of brand equity is essential for developing competitive advantages and a sound corporate- and brand strategy. Brand equity provides value to both consumers and firms and it is now a key concept in corporations and organizations worldwide. The course focuses on the components of brand equity, brand awareness and brand image, as well as the sources and consequences of developing a strong brand equity. Central to the course is how to measure and use brand equity to differentiate firm offerings. Special attention is given to understanding the effects of brand equity in terms of consumer behavior and -loyalty, as well as firm financial performance. The course will also provide students with insight and tools for pricing brand products and services and for bundling brand offerings.

Themes:

Brand Awareness

Brand Image and Associations

Brand loyalty and consumer-brand relationships

Measuring brand equity

Pricing brand products and services

Prerequisites

None.

Literature

Selected articles.

Teaching

Primarily plenary sessions.

Requirements for course approval

Presentation of term paper in class.

Note: There might be compulsory activities in the course prior to the registration deadline.

Exam

Three hour written exam and group term paper.

Course assignments count 40% of total grade. The exam counts 60%.

Grading scale A - F.

Computer tools

None.

MBM421EKS - Managing Corporate Reputation

Course responsible

Magne Supphellen and Siv Skard, Department of Strategy and Management

Objectives:

Based on insight into current theories and relevant cases, the students will develop skills in understanding, monitoring and managing company perceptions in various stakeholder groups, including customers, suppliers, employees, investors, media, politicians, and the local community.

Topics

The course starts with conceptual clarifications and an assessment of the value of corporate reputations. The next part discusses the factors that affect corporate images such as vision, formal company policies, organizational culture, corporate communication, corporate identity, and brand-, industry-, and country images. The last part deals with the management of corporate images and reputations, and how changes in reputations can be measured. Several national and international cases are discussed.

Themes:

The concepts of corporate reputation, corporate identity, and corporate image

Corporate reputation and positioning

Stakeholder theory

Organizing for effective reputation management

Strategic PR

The role of organizational culture

Reputation crisis management

Reputation measurement and tracking

Prerequisites

Basic knowledge in marketing and organization theory.

Literature

Creating Corporate Reputation

Selected articles.

Teaching

Lectures (including guest-lectures by corporate communication professionals) and case-work in groups.

Requirements for course approval

Presentation of term paper in class.

Exam

Three hour written exam and group term paper.

Group term paper counts 40% of total grade. The exam counts 60%.

Grading scale A - F.

Computer tools

None.

MBM426EKS - Contemporary Topics in Consumer Behavior

Course responsible

Sigurd V. Troye, Department of Strategy and Management.

Objectives:

The students will get in-depth knowledge on contemporary topics in consumer behavior, such as consumer co-production, implicit cognitive processes and consumers' online behavior. The course consists of three modules of 2,5 study points each.

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What decisions do consumers make? Can buying and consumption take place without conscious decision making? How do consumers make their decisions? What is the role of "rational" and not-so-rational factors in decision making? How can marketers in general and on-line marketers in particular use insight in consumer behavior to serve their customers?

Topics

This course gives an in-depth focus on topics that to some extent also are covered in MBM401 Consumer Behavior and contains three modules with four sessions each:

The role of theories of reasoned action in understanding consumers' buying, trying and self-production behaviors

In the first module we will here present various "rational" models of how consumers make decisions to understand what products they choose and what behaviors they engage in. We will furthermore address the concepts of customer co-production, proscription and consumers' active participation in the value creation process. We will demonstrate that their role as "self-producers" can enhance the value of an offering but can also bias consumers' perceptions and evaluations of things they make and buy.

The role of implicit cognitive processes in consumer choices

In this module we problematize the rational view of the consumer. Decisions and behaviors can be influenced by "implicit" perceptions and attitudes that consumers may not be aware of. Cognitive processes are regarded as "implicit" when they influence behavior automatically and effortlessly, without the person being consciously aware of their influence. We will address implicit perception and learning, implicit preferences and attitudes, and intuition and impulsivity. Empirical examples will be provided to illustrate all topics, and relevance and applicability will be emphasized.

Application and extension of theories of consumer behavior in online marketing environments

The final module applies some of the theories presented in module 1 and 2 on consumers' behavior in online environments. We will thus use attitude models to explain adoption of interactive services and employ implicit perception theory to explain effects of advertising online. Extended and modified attitude models adapted to online environments will also be presented. In addition, this

module focuses on antecedents of online price dispersion and suggests strategies for online pricing. Finally, online business models will be presented along with a discussion of factors that may influence choice of business models.

Prerequisites

Basic knowledge on consumer behavior.

Literature

Selected articles.

Teaching

Primarily plenary sessions.

Requirements for course approval

Presentation of term paper in class.

Exam

Three hour written exam and group term paper.

Course assignments count 40% of total grade. The exam counts 60%.

Grading scale A - F.

Computer tools

None.