

# **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.

# International Marketing (INB423EKS) 7.5 ECTS

## Objectives:

The goal is to acquaint the students with perspectives, opportunities and problems in international marketing. Special emphasis will be placed on cultural, political and economic variables as they affect the work of the international marketing manager. The course is open to all master students.

At the end of the course students will be expected to:

1. Have an understanding of the international arena and how it affects firms
2. Define and use relevant terms in international marketing
3. Be able to present relevant theories in international marketing and be able to apply them a practical situation
4. Recognize the challenges involved in international marketing

## Topics

The essence of marketing is to facilitate exchanges of money, products and/or services. Thus, international marketing requires an interaction between firms and people of different nationalities and cultures. The international arena contains numerous cultures, languages, and very diverse historical experiences. The range goes from long traditions of democracy and market-based economies to hierarchical cultures with little or no experience with either. Thus doing business in an international environment requires knowledge of diverse cultures and traditions in order to ensure success. This requires us to look at the different aspects of marketing from a different viewpoint. We will have a particular emphasis on Europe, North America, the Far East and Africa.

## Literature

- Kotabe, M. and Helsen, K. (2004), Global Marketing Management, Fourth Edition, Wiley
- Selected cases and articles

## Teaching

The students in the class come from a variety of countries and cultures - thus forming a cross cultural mini-laboratory. The course work will consist of case discussions, lectures, a term paper and a final exam.

## Requirements for course approval

Attendance and active participation in class discussions required.

Submission and presentation of written assignment.

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

## Exam

Three hour written exam (50%) based on lectures, text and assigned articles and a written term paper (50%).

Grading scale A - F.

**Link:** [http://www.nhh.no/no/studentsider/faginformasjon/studier-ved-nhh-\(studiehåndboken\)/studiehåndboken.aspx?Kurs=INB423](http://www.nhh.no/no/studentsider/faginformasjon/studier-ved-nhh-(studiehåndboken)/studiehåndboken.aspx?Kurs=INB423)

# **Product Design and Service Innovation (MBM428EKS)**

## **7.5 ECTS**

### **Objectives:**

The students will develop skills in product design and services innovation and an understanding of critical factors influencing the effectiveness and efficiency of design and innovation.

### **Topics**

Because of rapid changes in consumers' preferences, innovation is a critical factor for sustainable competitive advantages. Also, consumers are increasingly aware of the self expressive elements of products and services, thus making design an important factor for market success. Because services dominate products in most western societies, the course has a specific focus on service innovation. Topics covered are innovation processes, innovation management, how to use computer systems to support innovation and innovation processes, open innovation and co-creation is included in the course because of the increasing importance of including other companies and consumers in the activities on innovation and design, eco-friendly innovation is without doubt among the most critical success factor in the future, product form and aesthetics, and a specific focus on service innovation. In addition to theoretical perspectives, a lot of innovation and design examples will be used during the course for the purpose of theory illustrations.

Themes:

Innovation and design processes

Computer supported innovation and design

Innovation management

Product form and aesthetics

Open innovation

Co-creation

Eco-friendly innovation and design

Specific focus on service innovation

### **Prerequisites**

None.

### **Literature**

Selected articles.

### **Teaching**

Primary plenary sessions.

Itslearning lectures.

### **Requirements for course approval**

Presentation (in group).

Its Learning 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.

**Link:** [http://www.nhh.no/no/studentsider/faginformatjon/studier-ved-nhh-\(studiehåndboken\)/studiehåndboken.aspx?Kurs=MBM428](http://www.nhh.no/no/studentsider/faginformatjon/studier-ved-nhh-(studiehåndboken)/studiehåndboken.aspx?Kurs=MBM428)