



Subject card

Subject name and code	INTERNATIONAL CONSUMER BEHAVIOUR, PG_00061347						
Field of study	INTERNATIONAL CONSUMER BEHAVIOUR						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	first-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	5		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Bruno Schivinski				
	Teachers		dr Bruno Schivinski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
	eNauczanie source addresses: Moodle ID: 1170 INTERNATIONAL CONSUMER BEHAVIOUR https://enauczanie.pg.edu.pl/2025/course/view.php?id=1170						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		8.0		47.0	100
Subject objectives	to prepare students to analyse international consumer behaviour in the context of globalization, based on knowledge of decision-making models and cultural, social, and economic determinants, as well as to foster attitudes related to a responsible and ethical approach to the global consumer market.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W02] demonstrates comprehensive preparation in terms of methods, techniques for formulating and solving problems		knows various theories and models explaining consumer behaviour, indicates which factors (e.g., emotions, technology, society) influence consumer decisions, and how they operate		[SW1] Ocena wiedzy faktograficznej		
	[K6_U05] designs innovative solutions to difficult problems, achieving economic and socially valuable results		is able to describe and apply various models explaining why people make specific purchasing decisions, considers cultural factors (e.g., values, traditions), economic factors (e.g., income), and social factors (e.g., opinions of others).		[SU5] Ocena umiejętności zaprezentowania wyników realizacji zadania		
Subject contents	<ol style="list-style-type: none">1. Global Perspectives on Consumer Behaviour2. Consumption and Social Well-being in Diverse Cultural Contexts3. Cross-Cultural Consumer Perception and Behaviour4. Learning and Cognitive Theories in International Consumer Contexts5. Personality Traits and Consumer Behaviour Across Cultures6. Motivation and Values in Global Consumer Markets7. The Global Self: Identity, Gender and Body Across Cultures8. Attitudes and Behavioural Frameworks in International Contexts9. Individual Decision Making in Cross-Cultural Environments10. Global Patterns of Buying, Using and Disposing11. Social Influence and Group Behaviour in International Settings12. Ethnicity, Religion and Age in Global Consumer Segmentation13. Lifestyle, Income and Social Class in Global Consumer Cultures14. Cultural Dimensions of Global Consumption15. Sustainable Consumption in a Globalised World						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written final test with open-ended questions	60.0%	60.0%
	Test with open-ended questions	60.0%	40.0%
Recommended reading	Basic literature	Solomon, M.R., Russell, C. A., (2024). Consumer Behavior, Global Edition, 14th edition, Pearson Sethna, Z., & Blythe, J. (2019). Consumer behaviour. Sage	
	Supplementary literature	Vanhuele, M., Wright, M., Singh, J., & East, R. (2021). Consumer behaviour: Applications in marketing. Consumer Behaviour, 1-100 Jansson-Boyd, C. V. The global consumer, American Psychological Association, September 10, 2020. [https://www.apa.org/international/global-insights/global-consumer , 31.03.2023	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Practical activities within the subject	Not applicable		

Document generated electronically. Does not require a seal or signature.