



Subject card

Subject name and code	INTERNATIONAL CONSUMER BEHAVIOUR, PG_00061347						
Field of study	Management						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Edyta Gołąb-Andrzejak				
	Teachers						
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						
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	Analyzes the impact of globalization on consumer behavior in the market						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U05] designs innovative solutions to difficult problems, achieving economic and socially valuable results		presents models of consumer behavior taking into account the cultural, economic and social context		[SU5] Assessment of ability to present the results of task		
	[K6_W02] demonstrates comprehensive preparation in terms of methods, techniques for formulating and solving problems		identifies models of consumer behavior taking into account a wide spectrum of determinants		[SW1] Assessment of factual knowledge		
Subject contents	<p>Course content – lecture</p> <p>Understanding consumer behaviour - the impact of globalisation on changing consumer characteristics</p> <p>Developing a competitive advantage - elements of international consumer behaviour</p> <p>a general model of international consumer behaviour</p> <p>Culture as a key determinant of consumer behaviour. culture driven values. different classification and analysis of cultures</p> <p>The influence of social class modified by the hierarchy of needs in international consumer behaviour theory</p> <p>Social contagion of global consumers</p> <p>Diffusion of innovation and digital technologies in different global markets</p> <p>Country of origin, country of production, and country of assembly</p> <p>International market segmentation based on consumer behaviour</p> <p>International consumer involvement in purchase decisions</p> <p>International consumer learning in different cultures</p> <p>Marketing strategy for global luxury products</p> <p>International gift giving concept</p> <p>Ethical aspects of international consumption</p> <p>Sustainable international consumption</p>						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Tutorial test		60.0%		50.0%		
	Final test		60.0%		50.0%		

Recommended reading	Basic literature	Samli, A. C. (2012). International consumer behavior in the 21st century: impact on marketing strategy development. Springer Science & Business Media Ammi, C. (Ed.). (2013). Global consumer behavior. John Wiley & Sons
	Supplementary literature	Sethna, Z., & Blythe, J. (2019). Consumer behaviour. Sage 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	

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