



**Master course “Consumer Behavior: Project-based Learning Cases”
Summer semester 2020**

BWL: V 3-5 (E) Ausgewählte Fragen des Marketings, V 3-3 Hauptseminar in Marketing
Spöko: upon request

This summer semester 2020 the Chair of Business Administration III – Marketing & Consumer Behavior offers the course “Consumer Behavior: Project-based Learning Cases”, which will be held by Professor Carolyn Finck from the Universidad de los Andes (Bogotá / Colombia) (For more information see: <https://psicologia.uniandes.edu.co/index.php/carolyn-finck>). The course language is English.

Course Objectives:

The primary aim of this course is to develop an understanding of the concept of culture and the ways in which it influences and shapes human behavior. Through an active, significant and participatory learning approach of a project, students will practice relevant skills for the description of cultural issues such as observation and in-depth interviews with the aim of listening for understanding. Additionally, students will develop their intercultural skills by fostering empathy and respect towards other cultural backgrounds as well as knowledge about their own cultural upbringing.

Readings and Class Time:

The course builds on a methodology of readings and presentations but also on a team project designed to refine skills and apply knowledge as well as reflection on the own learning process. Participants of the course will be expected to read a number of papers thoroughly, as they will be discussed during the course. The papers will be provided in due time. Students will have to work on projects both individually, as well as in (virtual) groups with their fellows. In addition, weekly synchronic (virtual) course sessions are scheduled, which will be complemented by group advisory sessions with the course docent.

The entire course will take place as a digital seminar!

Target Group:

This course targets master students who are interested in consumer culture theory and who are eager to work on real-world hands-on projects.

Grading:

Grading will be based on student participation during the seminar, the seminar presentation of the group project, and a short final paper.

Crediting:

- Business Administration: credit for V 3-5 (E) Ausgewählte Fragen des Marketings, V 3-3 Hauptseminar in Marketing
- Sport, Business & Law: upon request

Dates (times are expected, subject to change):

- Monday, 15th of June 2020 from 10:00 to 12:00 o'clock → Kick-off meeting
- Monday, 29th of June 2020 from (times upon announcement) → Beginning of regular course
- Friday, 17th of July 2020 from (times upon announcement) → Final presentation of group project

Registration:

Binding registration takes place via CampusOnline according to the first-come-first-served principle. If you are unable to register via CampusOnline, please contact Jonas Föhr (jonas.foehr@uni-bayreuth.de). Here as well, the first-come-first-served principle applies. Please note that this course is designed for small groups, thus the number of participants is strictly limited.

Registration and de-registration period:

- from Wednesday, 20th of May 2020, 12.00 a.m. to Wednesday, 3rd of June 2020, 11:59 p.m.
- 15 participation slots will be available

There will be a waiting list for students who registered after the course is fully booked. Registration via CampusOnline is obligatory.

For questions regarding the course "Consumer Behavior: Project-based Learning Cases", please contact Jonas Föhr (jonas.foehr@uni-bayreuth.de).