

***The latest findings from university research
now also for non-students and without long-term commitment!***

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT



UNIVERSITÄT
DES
SAARLANDES

Consumer Behaviour is a vital field of modern management and companies and individuals can only really be successful if they understand how and why people and markets act the way they do. Benefit from this expertise and take part in our continuing education course

Consumer Behaviour

Ideal for:

- Founders and all those who want to become one
- Companies that want to develop their business model in a future-oriented way
- All those who want to develop professionally or identify new market opportunities

Acquire the latest insights from science and practice, taught by two expert professors who are leading the way:



**Univ.-Prof. Dr.
Güliz Ger**

Bilkent University Faculty of Business Administration,
Türkiye
Director of the Center for Research in Transitional
Societies



**Univ.-Prof. Dr.
Andrea Gröppel-Klein**

Chair of Marketing – Institute of Consumer and Behavioural
Research
Director of the European Institute for Advanced Behavioural
Management

**Contact us by phone at 0681 302-2553 or register directly at
<https://www.eiabm.de/en/certificates/> for our course "Consumer
Behaviour" from 9. to 13. April 2024 (5 days; 9.00am – 6.00pm) at the Europa-
Institut, Sektion Wirtschaftswissenschaft (EIABM) at Saarland University.**

Please find more information on the course and lecturers on the following pages.

„Consumer Behaviour“ at Europa-Institut, Sektion Wirtschaftswissenschaft of Universität des Saarlandes

When?

The workshop in English will take place from **9 - 1 April 2024** (5 days) daily from 9.00-18.00h on the Saarbrücken campus.

How and Where?

You can register directly with us until 04.04.2024, we are happy to be there for you, by phone, virtually or in presence on campus, the workshop will also take place in the premises of the EIABM on the Saarbrücken campus:

Ihre Ansprechpartnerin:

Julia Senni, M.A.

Programme Manager

Phone: +49 (0) 681 / 302 – 2553

Email: info@mba-europe.de

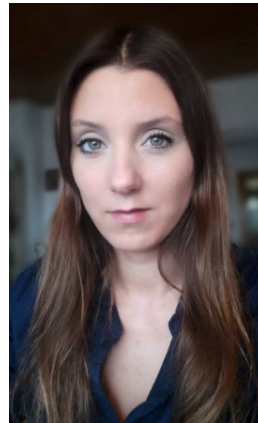
Saarland Universität

EIABM / Europa-Institut

Campus, Building A5.4

1st floor, room 1.07

66123 Saarbrücken



<https://www.eiabm.de/zertifikate/>

Why?

Take advantage of the opportunity to continue your education at university level in the highest quality for the first time with little time and application effort and receive first-class additional education in the field of modern management. In addition to valuable knowledge relevant to practice, you will receive an academic, internationally recognised certificate from Saarland University which will help you climb the next rung on your personal career ladder.

Cost

The participation fee per course is 849€.

„Consumer Behaviour“ at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

Qualification Objectives: Students acquire a clear perspective and understanding of consumer behaviour and of how consumers' decisions are influenced by emotional, cognitive and unconscious processes. Students experience a multitude of possibilities to transfer their new knowledge about consumer behaviour to real-world business problems in a European context.

Content: The aim of this course is to give an overview of findings of consumer behaviour that are highly relevant to understand consumers' responses to marketing strategies. The course intends to provide inspiration to MBA students when dealing with topics related to consumer behaviour. Also, it intends to give an up-to-date state-of-the-art overview of research on consumer behaviour.

Lecturers:

Univ.-Prof. Dr. Andrea Gröppel-Klein has been Head of the Chair of Marketing and Director of the Institute of Consumer & Behavioural Research at Saarland University (founded by Werner Kroeber-Riel, 1969) since 2006. Since 2015, she has also been Director of the European Institute for Advanced Behavioural Management. Her research focuses include "Point of Sale Research", "Demographic Change and the Behaviour of Older Consumers" and "Advertising Impact Research".

Prof. Dr. Güliz Ger has been a professor at Bilkent University in Ankara for over 20 years, in addition to numerous guest professorships in Great Britain, France, China, the USA, Australia and Denmark. Prof. Ger is also the director of the Center for Research in Transitional Societies. She is concerned with the socio-cultural dimensions of consumption and markets, especially in transitional societies/groups and the related issues of globalisation, modernity and social change.

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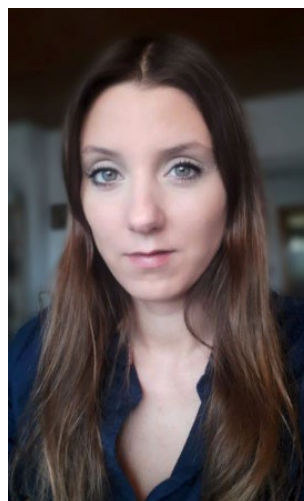
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