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**Federal State Autonomous Educational Institution of Higher Education  
Peoples' Friendship University of Russia named after Patrice Lumumba  
RUDN University**

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educational division (faculty/institute/academy) as higher education programme developer

## **COURSE SYLLABUS**

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### **CONSUMER BEHAVIOR ON INTERNATIONAL MARKETS**

course title

**Recommended by the Didactic Council for the Education Field of:**

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#### **38.04.02 MANAGEMENT**

field of studies / speciality code and title

**The course instruction is implemented within the professional education programme of higher education:**

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#### **INTERNATIONAL MARKETING**

higher education programme profile/specialisation title

## 1. COURSE GOAL(s)

The discipline "Consumer Behavior on International Markets" is part of the master's program "International Marketing" in the field of study 38.04.02 "Management" and is studied in the 1st semester of the 1st year. The discipline is implemented by the Department of Marketing. The discipline consists of 3 sections and 9 topics and is aimed at studying consumer behavior, their preferences, and motivation when choosing goods and services in international markets.

The goal of mastering the discipline is to develop in students a systematic understanding of the mechanisms and patterns underlying consumer decision-making in various market contexts, an in-depth understanding of the external and internal factors of consumer behavior, and the possibility of using them in marketing to influence the consumer purchasing decision-making process.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Operational Marketing Planning in International Companies" is aimed at forming the following competencies (parts of competencies) among students:

*Table 2.1. List of competences that students acquire through the course study*

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	GC-5.1 Interprets the history of Russia in the context of world historical development; GC-5.2 Finds and uses information about cultural peculiarities and traditions of various social groups in social and professional communication; GC-5.3 Takes into account the historical heritage and socio-cultural traditions of various social groups, ethnic groups and faiths, including world religions, philosophical and ethical teachings, in social and professional communication on a given topic.; GC-5.4 Collects information on a given topic, taking into account the ethnic groups and faiths that are most widely represented at the research sites; GC-5.5 Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) faiths.; GC-5.6 Adheres to the principles of non-discriminatory interaction in personal and mass communication in order to fulfill professional tasks and enhance social integration.;

Competence code	Competence descriptor	Competence formation indicators (within this course)
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving managerial and research tasks.	GPC-2 .1 Proficient in modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information for solving managerial tasks; GPC-2 .2 Conducts analysis and modeling of management processes in order to optimize the organization's activities; GPC-2 .3 Uses modern digital systems and methods in solving management and research tasks;
PC-1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools	PC--1.1 Knows the goals, stages and procedures of marketing research; PC--1.2 Able to work with digital data, evaluate its sources and relevance; PC--1.3 Knows how to evaluate the economic and social effectiveness of marketing research; PC--1.4 Knows the principles of interpretation of scientific research results in professional activity;

### 3.COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Consumer Behavior on International Markets" belongs to the mandatory part of Block 1 "Disciplines (Modules)" of the higher education program. Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Consumer Behavior on International Markets."

*Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results*

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving managerial and research tasks.		Global Strategic Management; Research Work; Pre-Degree Internship;
GC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.		<i>Professional Foreign Language**</i> ; Integrated Marketing communications in international companies; Professional Foreign Language (elective); Russian Language in Professional Activity

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
			(elective); Pre-Degree Internship;
PC-1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools		Artificial Intelligence in the Professional Activity of a Marketer in a Digital International Environment; Situational Analysis and its International Application Practice**; Marketing Analytics**; Research Work; Pre-Degree Internship;

\* filled in accordance with the competency matrix and the SIP of the educational program of higher education

\*\* - elective disciplines/practices

#### 4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

##### Possible wording

The total workload of the discipline “International Marketing Strategies” is “5” credit units.

Table 4.1. Types of academic activities during the periods of higher education programme mastering (**full-time training**)\*

Type of academic activities	Total academic hours	Semesters/training modules
		1
<i>Contact academic hours</i>	36	36
Lectures (LC)	18	18
Lab work (LW)	0	0
Seminars (workshops/tutorials) (S)	18	18
<i>Self-studies</i>	99	99
<i>Evaluation and assessment (exam/passing/failing grade)</i>	9	9
<b>Course workload</b>	<b>144</b>	<b>144</b>
	<b>4</b>	<b>4</b>

## 5. COURSE CONTENTS

*Table 5.1. Course contents and academic activities types*

<b>Nuber of Module</b>	<b>Name of the Discipline Section</b>	<b>Name of the Topic</b>	<b>Content of the Topic</b>	<b>Type of Academic Work*</b>	
Module 1	Theoretical foundations of consumer behavior	1.1	Basic models and types of consumer behavior	Models of consumer behavior. Economic, sociological, and psychological models. The process of making a purchase decision. Stages: awareness of a need, information search, evaluation of options, purchase, consumption, and post-purchase evaluation. Types of consumer behavior (planned purchase, partially planned, and unplanned).	LC, S
		1.2	Internal factors of consumer behavior	Motivation and needs. Need theories (Maslow, Alderfer, McClelland, Herzberg). Personality and personal values. Psychographic methods of consumer research (VALS, LOV, global life style model). Consumer learning. Conditioned and cognitive learning, attitude and behavior change	LC, S
		1.3	External factors of influence	Cultural factors. Influence of culture, subculture, traditions, rituals, moral values on consumer behavior. Cross-cultural analysis. Social factors. The role of reference groups, family, household, social class, and status. Demographic and geographical factors. The impact of age, gender, education level, and region on consumer behavior. Economic and political factors. The macro environment: income levels, inflation, legislation, and trade barriers.	LC, S
Module 2	Applied marketing tools for analyzing and influencing consumer behavior. Business behavior.	2.1	Marketing tools for influencing	Marketing communications. Features of adapting advertising, PR, and digital marketing to different cultural contexts. Segmentation and targeting. Criteria for segmentation in international markets, inter-market segmentation. Product and pricing policies. Adaptation of product ranges and pricing to local conditions.	LC, S
		2.2	Consumer behavior research	Research methods. Qualitative and quantitative methods, focus groups, surveys, ethnographic research. Data analysis and interpretation of results. Use of statistical tools, building models of consumer behavior. Case studies and practical examples. Analysis of real situations in international markets.	LC, S

		2.3	Organizational Buying Behavior (B2B)	Features of business buying behavior. Comparison with the B2C market. Factors affecting the decisions of organizational buyers. The role of purchasing centers, the specifics of decision-making in companies.	LC, S
Module 3	International context, ethical standards, and modern challenges in consumer behavior	3.1	International context	Globalization and its impact on consumer behavior. Unification and differentiation of consumer preferences. Features of consumer markets in different regions. Comparison of markets in developed and developing countries, as well as countries with different cultural characteristics. Adaptation of marketing strategies to international markets. Localization of products, communications, and distribution channels	LC, S
		3.2	Consumerism and ethics	Consumerist movements and their impact on marketing. The role of the state, business, and public organizations in regulating consumer behavior. Ethical aspects of international marketing. Companies' responsibility towards consumers in different cultural contexts.	LC, S
		3.3	Current trends and challenges	The impact of digital technologies and Big Data on the study of consumer behavior. Globalization and localization: the balance between unification and adaptation. Changes in consumer preferences in the context of economic crises and geopolitical changes.	LC, S

\* - to be filled in only for **full**-time training: *LC* - lectures; *LW* - lab work; *S* - seminars.

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

*Table 6.1. Classroom equipment and technology support requirements*

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations.	Aud. 17. All-in-one Lenovo AIO-510-22ISH Intel i5 2200 MHz/8 GB/1000 GB/DVD/audio, 21" monitor Multimedia projector Casio XJ-S400UN Projection screen GEHA 244*244 MS Windows 10 64bit Microsoft

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
		Office 2021 LTSC
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	Aud. 105. All-in-one Lenovo AIO-510-22ISH Intel i5 2200 MHz/8 GB/1000 GB/DVD/audio, 21" monitor Multimedia projector Casio XJ-S400UN Motorized screen Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

\* The premises for students' self-studies are subject to **MANDATORY** mention

## 7. RESOURCES RECOMMENDED FOR COURSE STUDY

### *Main readings:*

1. Dengov, V. V. Theory of Consumer Behavior: textbook for universities / V. V. Dengov. — Moscow: Yurait Publishing House, 2026. — 117 p. — (Higher Education). — ISBN 978-5-534-18271-2. — Electronic text // Yurait Educational Platform [website]. — URL: <https://urait.ru/bcode/589548> (accessed: 19.03.2026).
2. Yampolskaya, D. O. Marketing Analysis: Technology and Methods of Conducting: textbook and workshop for universities / D. O. Yampolskaya, A. I. Pilipenko. — 2nd ed., rev. and exp. — Moscow: Yurait Publishing House, 2026. — 268 p. — (Higher Education). — ISBN 978-5-534-06305-9. — Electronic text // Yurait Educational Platform [website]. — URL: <https://urait.ru/bcode/586074> (accessed: 19.03.2026).

### *Additional readings:*

1. Naumov, V. N. *Consumer Behavior*: textbook / V. N. Naumov. — 2nd ed., rev. and exp. — Moscow: INFRA-M, 2023. — 345 p. + Supplementary materials [Electronic resource]. — (Higher Education: Bachelor's Program). — DOI 10.12737/1014653. — ISBN 978-5-16-015021-5. — Electronic text. — URL: <https://znanium.com/catalog/product/1933143>
2. Dubrovin, I. A. *Consumer Behavior*: study guide / I. A. Dubrovin. — 6th ed., stereotype. — Moscow: Publishing and Trading Corporation "Dashkov i K", 2023. — 310 p. — ISBN 978-5-394-05147-0. — Electronic text. — URL: <https://znanium.com/catalog/product/2083295>

3. Zavgorodnyaya, A. V. *Marketing Planning: textbook for universities* / A. V. Zavgorodnyaya, D. O. Yampolskaya. — 2nd ed., rev. and exp. — Moscow: Yurait Publishing House, 2026. — 340 p. — (Higher Education). — ISBN 978-5-534-06590-9. — Electronic text // Yurait Educational Platform [website]. — URL: <https://urait.ru/bcode/586073> (accessed: 19.03.2026).

*Internet sources*

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
- EL "University Library Online" <http://www.biblioclub.ru>
- EL "Yurayt" <http://www.biblio-online.ru>
- EL "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EL "Lan" <http://e.lanbook.com/>
- EL "Trinity Bridge"

2. Databases and search engines:

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*Training toolkit for self- studies to master the course* \*:

Course of Lectures on the Discipline "International Marketing Strategies"

\* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

***All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!***

**DEVELOPERS:**

Associate Professor

Viktoriya Andreevna Bondarenko

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position, department

name and surname

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position, department

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**HEAD OF EDUCATIONAL DEPARTMENT:**

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Anastasia Vladimirovna Lukina

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