



## Department of Economics at Saarland University

### FUNDAMENTALS OF MANAGEMENT AS CERTIFIED INDIVIDUAL COURSES

The latest findings from university research now also available **without** a degree and **without** a long-term commitment!



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.

## 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

Benefit from the latest insights from science and practice taught by lecturers who are leading the way.



Univ.-Prof. Dr. Andrea  
Gröppel-Klein



Prof. Dr. Güliz Ger

## „Consumer Behaviour“ at Europa-Institut, Department of Economics at Saarland University

### When and where?

The certificate course in English takes place from 1 to 5 April 2025 as a block course from Tuesday to Saturday all day in presence at our institute on the Saarbrücken campus: Building A5.4 Room 2.06.

### How?

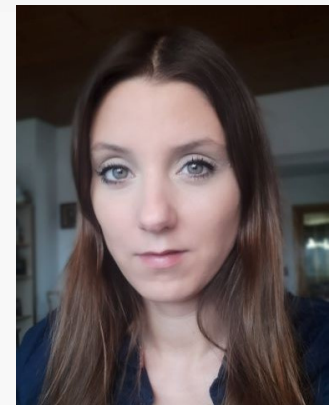
You can register directly with us up to one week before the start of the course and we will be happy to assist you by telephone, virtually or in person on campus.

### Why?

Take advantage of the opportunity to continue your education at university level 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€. The course meets the requirements for claiming educational leave!



### Your contact person:

**Julia Senni, M.A.**

**Programme Manager**

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<https://www.eiabm.en/certificates/>

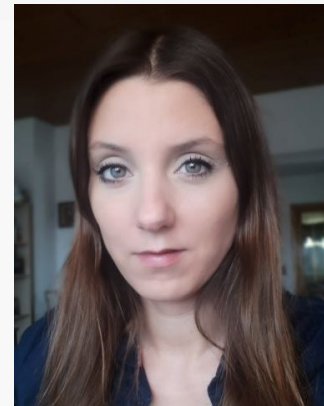
## „Consumer Behaviour“ at Europa-Institut, Department of Economics at Saarland University

**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 to students.

**Lecturer:** 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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