

INTERNATIONAL CONSUMER CULTURE

Short-Term Study in
Germany!
July 1 – July 13

- **2-week Short Summer Lecture**
- **Taught in Duisburg, Germany**
- Earn 5 ECTS / 2.5 US-Credits
6 Sessions / 3 hours each
- Taught in English by Brian Gillespie,
Assistant Professor of Marketing
from the University of New Mexico
- Tuition will be waived for partner
institutions

Course Topics

- Analyzing the consumer decision
making process
- Elaborating the role of the purchase
motivations in the market place
- Effectively analyze different consumer
culture across the globe
- Recognizing the impact various
cultures have on consumer purchase
motivations
- Identifying the impact culture plays on
the consumer decision making process