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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE SYLLABUS

Global consumer trends

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

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

International marketing and business

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The aim of the training course "Global Consumer Trends" is the consideration of contemporary consumer behaviour in a globalized economy. In addition, attention is paid to the nature and characteristics of this phenomenon, we investigate the medium-and long-term trends of changes in consumer behavioral patterns.

The course combines the study of theory and modern concepts with application of practical methods of research of consumer preferences. The course material helps marketers to build a model of projected changes in consumer preferences and implement the advanced planning of marketing activities.

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Global consumer trends " is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
UC-7	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	UC-7.1 Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems UC-7.2 Assesses information, its reliability, builds logical conclusions based on incoming information and data
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	PC-1.1 Knows the goals, stages and procedures for conducting marketing research PC-1.2 Able to work with digital data, assess 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 interpreting the results of scientific research in professional activities
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets PC-5.2 Knows the specifics of working with various promotion tools at the international level PC-5.3 Knows how to navigate modern methods of promotion in international markets PC-5.4 Is able to develop strategic marketing solutions in the field of advertising PC-5.5 Knows how to plan an advertising campaign PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Global consumer trends " refers to the variable component formed by the participants of the educational relations of the block Б1.В.ДВ.02.01 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Global consumer trends ".

Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline

Code	Competence name	Previous courses	Next courses
UC-7	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	Management Research Methodology	Research work
PC-1	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	Management Research Methodology	Digital marketing Innovative entrepreneurship Research work
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company		Integrated Marketing communications in international companies / Интегрированные маркетинговые коммуникации в международных компаниях Consumer behaviour / Поведение потребителя Corporate marketing at global markets / Корпоративный маркетинг на мировом рынке

* - it is filled in in accordance with the matrix of competencies and SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Global consumer trends " is 4 credit units.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period	Course	Semesters
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of the HE program mastering		workload, academic hours	1	2	3	4
<i>Contact academic hours</i>		144			144	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		72			72	
<i>Evaluation and assessment</i>		18			18	
Course workload	academic hours	144			144	
	credits	4			4	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

COURSE PART NAME	PART CONTENT	WORK TYPE
Consumer markets and consumer purchasing behavior	Features of marketing research of consumer behavior. The essence of the analysis of consumer and types of consumer behavior. The theory of consumer behavior. The concept and purpose of studying the values of consumers. Types, scales and analysis of values. Factors influencing the decision-making process about the purchase. The study of the relations of consumers using multifactor models: Fishbein method, ideal point method, the model "black box", a model SOR. Main principles of formation of representations about consumer buying behavior: the consumer is independent, motivation and consumer behavior is attained through research, consumer behavior can be influenced, consumer behavior socially legitimate. Types of consumer markets and their classification	LTR, SS
Characteristics of the buyer and the modeling of consumer behavior considering external factors	The culture of a society as an important factor of external influence on consumer behavior. The classification of cultural values: other-oriented; focused on nature; directed to oneself. High and low context culture. Cultural variations in verbal and non-verbal communications. Cross-cultural and global marketing strategy. Social inequality and the determinants of social class. The concept of "social stratification of society." Sociological status of the individual as the basis of social position. Determinants of social class and social status of the consumer: economic variables, variables interaction, and political determinants. Group communication as a factor of influence on	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
	consumer behavior. Reference groups and their types, forms of influence of reference groups on consumer choice. The impact of information by "word of mouth". The household and the family as the primary external factor of consumer behavior. Changes in household structure and marketing. Role behavior in family purchases and its use in marketing decisions	
The world economy and patterns of formation. Modern approaches to the typology of countries.	Main categories and indicators characterizing the condition and dynamics of development of MAE. Indicators international comparison of development of countries (GDP, GNP and NI, the Index of human development). The essence of the international division of labor (MRI). The main characteristics and development trends of the international division of labour. The classification of countries by economic potential and the level of their socio-economic development. Features and characteristics of economic development of advanced countries. Features modern economic development of USA, Japan and countries of Western Europe. Geopolitical and geo-economic unity of third world countries. The main features of developing countries. Peculiarities of modern economic situation of third world countries. The location and differentiation of developing countries into the world economy	LTR, SS
Integration processes in world economy.	Background, objectives and stages of economic integration. Forms and levels of development of modern integration associations. The relationship of the integration process with the level of development of productive forces, internationalization and globalization. The EU as the most advanced integration Association. Economic, organizational and financial structure of the EU, their place and influence on the evolution of centrifugal and centripetal processes in the group. The introduction of the single European currency and its implications. North American free trade area.	LTR, SS
Consumer potential of the world economy	Dynamics and structure of the world's population. The concept of human capital. The age structure. The quantitative and qualitative aspects of labour. The problem of employment. The level of education. Consumer patterns of different cultures. Regional features of consumption. The concept and scope of population migration. The types of migration and economic consequences for countries. State regulation of external labour migration. Consumer models of mobile populations	LTR, SS
Socio-economic trends consumption in the world	A new "Global middle class", its consumer patterns, demographic characteristics, socio-cultural aspects. The gap between "rich and poor" as one of	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
	backbone factors of changing consumer patterns in the world. The impact of trends in health care on consumer behaviour in developed and developing countries. The impact of globalization on consumer habits. Reducing the time of decision to purchase	
Sustainable development and consumption	Especially the concept of "Sustainable development" and the regional specificity of the transition process to the last. Corporate Social Responsibility and its impact on consumer behavior in developed countries. The development of civil society, the awareness of responsibility for resource support for future generations. The changes in consumption patterns, the formation of a new style of life, the greening of consumption.	LTR, SS
The impact of digital technologies on consumer and marketing strategy in the world	Virtualization of Commerce and consumption. The influence of social networks on consumer behavior. Collaborative consumption and its modifications. Features of influence of mass media on consumer habits in different regions of the world. The role of gamification, personalization and other elements of interaction with the consumer. The impact of Multinational Companies on consumer behavior in different regions. Particular the issue of "adaptation-standardization" in the Internet space. The theory of generations Z and Y	LTR, SS

* - заполняется только по **ОЧНОЙ** форме обучения: ЛК – лекции; ЛР – лабораторные работы; СЗ – семинарские занятия.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing	Ауд. 105. Моноблок Lenovo AIO-510-22ISH

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
	monitoring and intermediate certification, equipped with personal computers (in the amount of <u>21</u> pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

a). Basic literature

1. Draganchuk, L. S. Consumer behavior : textbook / L. S. Draganchuk. - Moscow : INFRA-M, 2024. - 192 с. - (Higher education: Bachelor's degree). - ISBN 978-5-16-018917-8. - Text : electronic. - URL: <https://znanium.com/catalog/product/2079164>.
2. Shalnova, O. A. Consumer behavior in cross-cultural marketing : textbook / O. A. Shalnova, E. Y. Deputatova, N. V. Rebrikova ; ed. by O. A. Shalnova. - Moscow : Publishing and Trading Corporation "Dashkov and K", 2024. - 190 с. - ISBN 978-5-394-05845-5. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2161330>.

b) additional literature

1. Robert M. Grant. Contemporary Strategy Analysis. 9-th ed. – Wiley, 2016.

2. Phanish Puranam. *Corporate Strategy: Tools for Analysis and Decision-Making*. Cambridge University Press., 2016..
3. *An all-consuming century : why commercialism won in modern America*, Gary Cross, Columbia University Press, New York, 2000.
4. *Brandwashed : tricks companies use to manipulate our minds and persuade us to buy*, Martin Lindstrom, Crown Business, New York, 2011
5. *Gen Buy: How Tweens, Teens, and Twenty-Somethings Are Revolutionizing Retail*, K. Yarrow and Jayne O'Donnell, Jossey-Bass publishing, 2009.
6. Erik Elgersma. *The Global consumer trends Cycle Tool Book: How Advanced Data Collection and Analysis Underpins Winning Strategies*. LID Publishing., 2017.
7. Babette E. Bensoussan. *Analysis Without Paralysis: 12 Tools to Make Better Strategic Decisions*. 2th ed. - FT Press, 2015..

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- *EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers*
- *University Library ONLINE – Access mode: <http://www.biblioclub.ru/>*
- *Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com*
- *Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>*
- *EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>*
- *EBS Publishing House "Lan", collections*
- *Electronic library system "Znanium.com " - access to the main collection is granted*

Electronic resources for educational activities

- Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>*
- eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*
- RSL Dissertations Access mode: <https://dvs.rsl.ru/?>*
- BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>*
- Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>*
- East View. Collection "Statistical publications of Russia and CIS countries"*
- Grebennikon Access mode: <http://grebennikon.ru/>*

LexisNexis Access Mode:<http://academic.lexisnexis.eu>
Search engines: *Yandex* (yandex.ru), *Google* (google.ru).

Information and reference portals:

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "Global consumer trends " is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989¬ifyeditingon=1>

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Global consumer trends " are presented in the Appendix to this Work Program of the discipline

Associate Professor of the Marketing Department

Chernikov S.U.

Signature

Full name

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Lukina A.V.

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