

5.0 credits	30.0 h	1q
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Teacher(s) :	Pleyers Gordy ; Swaen Valérie ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	<p>This seminar has three principal objectives: (1) providing students with useful theoretical basis to understand consumer buying behaviour; (2) detailing the different factors that could have an influence on consumer behaviour; (3) developing students' ability to apply concepts and theories in real marketing situations.</p> <p>Themes :</p> <p>(1) Analysis of the big principles of consumer behavior and of the different stages in the consumer decision and consumption process (pre-purchase, purchase, post-purchase processes), (2) Analysis of the different types of decision processes, (3) Analysis of the determinants of and influences on consumer behavior : individual factors, environmental influences and psychological processes.</p>
Aims :	<p>At the end of the class, students should be able to analyse complex consumer behaviour by taking into account the different types of factors that influence it: individual factors, environmental influences, and psychological processes. This students' ability to analyse consumer behaviour will help students develop marketing strategies and programmes adapted to the targeted public.</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Content :	<p>Summary " Summary and content " see " scope " above and " methods " see " methods " below</p> <p>Content See "scope" above</p> <p>Methods In-class activities - Lectures - Exercices/PT</p> <p>At home activities - Readings to prepare the lecture - Exercices to prepare the lecture - Paper work</p>
Other infos :	<p>Prerequisites Basic Marketing Evaluation : Case studies preparation (group and/or individual) Support : Textbook recommended and slides and cases provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : -</p> <p>Internationalisation - international content - international case study</p> <p>Corporate features - case study</p> <p>Techniques and tools for teaching and learning - qualitative methods</p> <p>Techniques - méthodes qualitatives</p>

<p>Cycle and year of study :</p>	<p>> Master [120] in Business engineering > Master [120] in Management > Master [120] in Management > Master [120] in Business Engineering</p>
<p>Faculty or entity in charge:</p>	<p>CLSM</p>