

15.0 credits

45.0 h

Teacher(s) :	Ducarroz Caroline ; Pecheux Claude (coordinator) ; Poncin Ingrid (compensates Ducarroz Caroline) ; Poncin Ingrid (coordinator) ; Bultez Alain (compensates Pecheux Claude) ;
Language :	Français
Place of the course	Mons
Prerequisites :	-- GEHD2131 ' Market Research QAHD2130 ' Econometrics
Main themes :	1st part: Analysis of consumer behaviour -- Introduction -- Attempt to give an interdisciplinary explanation of consumer behaviour. -- Cognitive and/or emotional approach. -- Testing hypotheses relating to consumer behaviour. -- The separation of roles and collective decision-making. 2nd part Methods -- Methodological bases of diagnostics and decision-making in marketing. -- Development of marketing models: design, calibration, validation and adaptation. Themes -- Differentiation and market share (horizontal external interactions). -- Vertical interrelations in marketing channels: trade negotiations. -- Interdependencies (internal horizontal) between items making up a range or category, between 'families' forming an assortment: complementarity and substitution. Dynamics of the effects of advertising and promotional campaigns.
Aims :	On completion of this course, students will be able: -- to understand the main theories, methods and techniques applied to the analysis of consumer behaviour; -- to apply quantitative management methods to the complex realities and interactions encountered in the marketing field.  <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>
Evaluation methods :	-- Written examination -- Individual and group work
Teaching methods :	-- Lectures -- Course-related assignments -- Case studies

<p>Bibliography :</p>	<p>--                  FILSER M, (1997) Le comportement du consommateur, Dalloz.                  --                  HOYER W., Mc INNIS D. (1997), Consumer Behavior, Houghton Mifflin Company.                  --                  LILIE G., KOTLER P., MOORTHY K. (1992), Marketing Models, Prentice Hall.</p>
<p>Cycle and year of study :</p>	<p><a href="#">&gt; Master [120] in Management (shift schedule)</a>  <a href="#">&gt; Master [120] in Management (shift schedule)</a></p>
<p>Faculty or entity in charge:</p>	<p>BLSM</p>