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| 5.0 credits | 30.0 h | 2q |
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| Teacher(s) : | Pecheux Claude ; |
| Language : | Français |
| Place of the course | Mons |
| Main themes : | Addressing both the individual consumer and consumer groups (e.g. the family, friends) (B2C and B2B), this course is structured around a series of topics: attention, perception and understanding; attitudes and changes in attitude; preferences and choices; decision-making; engagement and motivation; personality; emotions and emotive effect; satisfaction; social influences; consumption and ethics, etc. Based on numerous research reference texts, the course also makes the connection with consumer practice through numerous current examples. |
| Aims : | On completion of this course, students should have the most comprehensive overview of the issues relating to consumer behaviour and their implications for marketing strategy. <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 : | Oral examination |
| Teaching methods : | -- Lectures -- Discussion of scientific articles |
| Bibliography : | - VOLLE, P., DARPY, D. (2007), Comportement du Consommateur :concepts et outils, 2nd edition, Dunod. - SOLOMON M. (2008), Consumer Behavior, 8th ed., Prentice-Hall. |
| Cycle and year of study : | > Master [120] in Information and Communication > Master 120 of arts in Business engineering > Master [120] in Management > Master 120 in Management > Master [120] in Business Engineering |
| Faculty or entity in charge: | BLSM |