

5.0 credits	30.0 h	2q
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Teacher(s) :	Friedman Michael ;
Language :	Anglais
Place of the course	Mons
Main themes :	This advanced seminar focuses on several specific consumption topics. The changing nature of consumption makes it difficult to specify individual topics, which may vary from one year to another. For example, the course may cover topics such as: cultural aspects of consumption; atmospheric variables, testing implicit attitudes; the 'new' consumers (children, groups of friends); peer pressure in consumption; virtual social networks; virtual consumption; the role of the brand in the 21st century; the role of emotions in consumption, etc.
Aims :	On completion of this course, students will have an overview of current issues and trends in consumer behaviour, and consumption in general. Students will compile a reading model of different approaches to consumer research. <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 and discussion of articles -- Student's individual work
Bibliography :	ARNOULD E., PRICE L., ZINKHAN G. (2003), Consumers, Mc Graw Hill.
Cycle and year of study :	> Master [120] in Management > Master [120] in Business engineering > Master [120] in Business Engineering > Master [120] in Management
Faculty or entity in charge:	BLSM