

5.0 credits	30.0 h	1q
-------------	--------	----

Teacher(s) :	Pleyers Gordy ; Swaen Valérie ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	<p>At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> -- better understand the processes underlying consumers, attitudes and decisions (mastering of theoretical frameworks in consumer behavior); -- better understand many factors which may influence consumers' thoughts, reactions and behaviors -- apply the theories and concepts in the context of projects aimed at analyzing, understanding and predicting consumers attitudes and behaviors in specific situations -- evaluate different scenarios for the company / organization in order to make reliable recommendations for strategic and operational marketing decisions; -- find relevant scientific literature with regard to a specific topic, to adopt a critical perspective on this literature, and to consider the basic inputs.
Aims :	<p>This course will help in priority to the development of the following skills:</p> <ol style="list-style-type: none"> 1) Master an active and integrated set of a multidisciplinary body of knowledge related to the analysis and understanding of consumer behavior and apply this knowledge accordingly to solve a problem, and 2) Applying a scientific and systematic approach to understand and analyze consumer behavior and thus develop effective marketing strategies. This course will also contribute more indirectly to the development of the following skills: <ol style="list-style-type: none"> 1) Manage a project team working under constraint of available resources, and 2) Communicating effectively analysis via a written report. <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>
Evaluation methods :	<p>Group project</p> <p>Individual written exam</p>
Teaching methods :	<p>General and interactive courses;</p> <p>Academic readings;</p> <p>Teamwork on concrete consumer behaviour issues.</p>
Content :	<p>The consumer plays a central role in the marketing field, particularly in the context of market-oriented firms. The analysis and understanding of consumers, emotions, attitudes and behaviors are, therefore, essential. The course will include the following topics: decision-making process, information processing process, consumer attitudes formation and modification, factors influencing consumer behavior; non-conscious influences and influences by the emotions, by the sensory elements, by physical elements; influence in the political, social and environmental fields and finally alternative consumption behaviors.</p>
Cycle and year of study :	<p>> Master [120] in Business engineering</p> <p>> Master [120] in Management</p> <p>> Master [120] in Management</p> <p>> Master [120] in Business Engineering</p>
Faculty or entity in charge:	CLSM