

6.0 credits	30.0 h + 0.0 h	2q
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Teacher(s) :	Pecheux Claude ;
Language :	Français
Place of the course	Mons
Main themes :	<p>Introduction to Consumer Behavior                      Perception, Learning and Memory                      Motivation and values - Involvement                      The Self, the personality and Life Styles                      Attitude and attitude change                      The duality Affect-Cognition and the role of Emotions                      Individual Decision making                      Group Decision making                      Culture and Consumer Behavior                      Ethical issues in Consumer Behavior</p>
Aims :	<p>On completion of this course, the student will be able to:                      Define key concepts in Consumer Behavior                      Restituate the fundamental models in Consumer Behavior                      Identify influential variables in consumer behavior</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>
Cycle and year of study :	<p><a href="#">&gt; Master [120] in Management (shift schedule)</a>  <a href="#">&gt; Master [120] in Management (shift schedule)</a></p>
Faculty or entity in charge:	BLSM