MGEST2127

2015-2016

Comportement du consommateur

5.0 credits	30.0 h + 0.0 h	2q

Teacher(s) :	Poncin Ingrid ;
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. *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".*
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.
Faculty or entity in charge:	BLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Management	GESM2M	5	-	
Master [120] in Business Engineering	INGM2M	5	-	
Master [120] in Management	GEST2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	