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| 6.0 credits | 30.0 h + 0.0 h | 2q |
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| Teacher(s) :                 | Pecheux Claude ; Pleyers Gordy (compensates Pecheux Claude) ;                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Language :                   | Français                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Place of the course          | Mons                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Main themes :                | <p>Introduction to Consumer Behavior<br/>                     Perception, Learning and Memory<br/>                     Motivation and values - Involvement<br/>                     The Self, the personality and Life Styles<br/>                     Attitude and attitude change<br/>                     The duality Affect-Cognition and the role of Emotions<br/>                     Individual Decision making<br/>                     Group Decision making<br/>                     Culture and Consumer Behavior<br/>                     Ethical issues in Consumer Behavior</p> |
| Aims :                       | <p>On completion of this course, the student will be able to:<br/>                     Define key concepts in Consumer Behavior<br/>                     Restituate the fundamental models in Consumer Behavior<br/>                     Identify influential variables in consumer behavior<br/> <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>                                |
| Faculty or entity in charge: | BLSM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

| <b>Programmes / formations proposant cette unité d'enseignement (UE)</b> |        |         |           |                                                                                     |
|--------------------------------------------------------------------------|--------|---------|-----------|-------------------------------------------------------------------------------------|
| Intitulé du programme                                                    | Sigle  | Credits | Prerequis | Acquis d'apprentissage                                                              |
| Master [120] in Management<br>(shift schedule)                           | GEHM2M | 6       | -         |  |
| Master [120] in Management<br>(shift schedule)                           | GEHC2M | 6       | -         |  |