



Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant-es aux étudiant-es.

5 crédits	30.0 h	Q1
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Enseignants	Kervyn de Meerendré Nicolas ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	Introduction to marketing course
Thèmes abordés	<ul style="list-style-type: none"> • How can I use sensory marketing to optimize my marketing mix? • What is the role of emotions in consumers' buying decisions? • How do culture and personality impact consumers' preferences? <p>In a fast evolving marketplace, understanding, predicting and influencing consumer behavior is central to marketing. This course will provide you with the models and techniques you'll need to effectively adopt and implement a consumer centric marketing approach.</p> <p>In order to adapt to the evolution of our societies and the variety of factors that can affect consumers, students will learn how to analyze and shape consumers' beliefs, emotions et behaviors. The course will review how factors such as personality, group norms and culture affect consumer behavior.</p> <p>This course will also address recent opportunities for marketers that are the rise of sensory marketing and of social media. Besides creating new needs and wants, these tools have generated profound changes in the way consumers interact with brands as well as with other consumers. This also impacts the way brand attitudes are formed based on the wealth of information available.</p>
Acquis d'apprentissage	<ul style="list-style-type: none"> • Knowledge and reasoning (2.1, 2.4) • Scientific and systematic approach (3.1,3.4) • Communication and interpersonal skills (8.1) <p>By the end of this teaching unit the student will be able to :</p> <p>1</p> <ul style="list-style-type: none"> • Master the main models of consumer behavior • Understand the multiplicity of factors that underlie consumers attitudes and behavior • Identify the major societal and technological evolutions that affect consumer behavior • Apply a scientific process to understand and analyze consumer behavior, and elaborate on the relevant managerial implications • Manage a team project all the way to its communication <p>----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Modes d'évaluation des acquis des étudiants	<p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>Individual exam on whole of the course content (70%)</p> <p>Group assignment & group presentation on a specific topic anchored in a practical marketing issue (30%)</p> <p>NB: In case of failure in January, notes for the assignment will be automatically transferred to the September session. Only the exam part (70%) will be available in September.</p>
Méthodes d'enseignement	<p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>Theoretical/methodological presentations (with practical illustrations), case studies, reading of academic papers.</p>
Contenu	<p>1) <u>General introduction</u> : Presentation of the field of consumer behavior, its major evolutions and links to marketing</p> <p>2) <u>The attitude formation and decision making process</u> : Main models of consumers' attitude formation and attitude change</p> <p>3) <u>Influencing factors</u> : Presentation of the variety of factors and techniques influencing consumers' emotions, beliefs, and behavior</p> <p>4) <u>technological evolutions</u> : Social networks, consumer communities, electronic Word of Mouth ... are some of the recent evolutions affecting consumer behavior</p>

Bibliographie	A reference list will be provided to students
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [60] en sciences de gestion	GESM2M1	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en sciences de gestion	GESM2M	5		