


6.00 credits

30.0 h

Q2

Teacher(s)	Charry Karine ;
Language :	French
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>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p>On completion of this course, the student will be able to:</p> <p>1 Define key concepts in Consumer Behavior                      Restituate the fundamental models in Consumer Behavior                      Identify influential variables in consumer behavior</p>
Content	<b>Objectif du cours :</b>
Bibliography	<p>Slides de cours mises à disposition sur le student corner                      Articles scientifiques récents référencés dans le cours et mis à disposition sur le student corner</p>
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management (shift schedule)	GEHC2M	6		
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