




Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	30.0 h	Q2
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Teacher(s)	Charry Karine ;
Language :	French
Place of the course	Mons
Main themes	This course considers the essential concepts of consumer behavior under the digital perspective. Mainly, we will discuss the decision-making process (mainly on-line) and all the factors impacting the latter in this context (internal factors such as involvement, attitude, attention, perceptions, lifestyles, etc. and external factors such as reference groups, culture, etc.)
Aims	<p>Contribution de l'unité d'enseignement au référentiel AA du programme</p> <p>Given the « competencies referential » linked to the LSM Master 120 in Sciences de Gestion et in Ingéniorat de Gestion, this course mainly develops the following competencies:</p> <p>Master the knowledge that will enable students to become actors of changes; integrate contextual elements, notably cultural ones, in the analysis and in the response required in specific contexts; optimize the communication strategy given the contextual elements.</p> <p>1 Les Acquis d'Apprentissage au terme de l'unité d'enseignement</p> <p>By the end of this teaching unit, student should be able to understand the influence of variables internal and external to the consumer that influence his online behavior. He should also be able to identify the levers that can modify consumers' behavior. These levers should be translated into strategies and operational decisions that will contribute to the positioning of the brand or the organization. This should bring about a perspective where online and offline elements interact and contribute to the design of optimal actions on the market.</p> <p>-----</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>
Inline resources	Student corner
Bibliography	<p>Support de cours</p> <p>Syllabus disponible on line basé sur les ouvrages mentionnés ci-dessous ainsi que de nombreux papiers scientifiques référencés dans le syllabus.</p> <p>Références bibliographiques recommandées, lectures conseillées :</p> <p>SOLOMON M. (2008), Consumer Behavior, 8th ed., Prentice-Hall.</p> <p>Schiffman and Kanuk, (2010) Consumer Behavior, Global Edition, Pearson</p> <p>Close, (2012) Online Consumer Behavior</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] : Business Engineering	INGE2M	5		