


6.00 credits

30.0 h

Q2

Teacher(s)	Charry Karine ;Claeys Pauline (compensates Charry Karine) ;
Language :	French
Place of the course	Mons
Main themes	<p>Introduction to Consumer Behavior</p> <p>Perception, Learning and Memory</p> <p>Motivation and values - Involvement</p> <p>The Self, the personality and Life Styles</p> <p>Attitude and attitude change</p> <p>The duality Affect-Cognition and the role of Emotions</p> <p>Individual Decision making</p> <p>Group Decision making</p> <p>Culture and Consumer Behavior</p> <p>Ethical issues in Consumer Behavior</p>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>On completion of this course, the student will be able to:</p> <p>1 Define key concepts in Consumer Behavior</p> <p>Restituate the fundamental models in Consumer Behavior</p> <p>Identify influential variables in consumer behavior</p>
Content	Objectif du cours :
Bibliography	<p>Slides de cours mises à disposition sur le student corner</p> <p>Articles scientifiques récents référencés dans le cours et mis à disposition sur le student corner</p>
Faculty or entity in charge	CLSM

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