

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G344	Consumer Behaviour	8	3	0	0	3	5
Prerequisites	G341						
Admission Requirements	G341						
Language of Instruction	French						
Course Type	Elective						
Course Level	Bachelor Degree						
Objective	The objective of the course is to give students a good understanding of explaining factors of buying behavior: marketing mixte, psychological factors, socio-cultural factors, situational factors						
Content	Buying behavior						
	Perception						
	Attitudes and Attitude Change						
	Motivation et Learning						
	Advertising Analyses						
	Socio-cultural factors						
	Facteurs situationnels						
	Marketing Applications						
	Midterm						
	Case Study						
References	Case Study						
	Midterm						
	Exposés (Advertising Analyses)						
		Exposés (Analyse des publicités)					
		Solomon, Comportement du Consommateur, Pearson Education					

Theory Topics

Week	Weekly Contents
1	Buying behavior
2	Perception
3	Attitudes and Attitude Change
4	Motivation et Learning
5	Advertising Analyses
6	Socio-cultural factors
7	Situational factors
8	Marketing Applications
9	Midterm
10	Case Study
11	Case Study
12	Midterm
13	Exposés (Advertising Analyses)
14	Exposés (Advertising Analyses)