

## 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 Case Study Midterm Exposés (Advertising Analyses) Exposés (Analyse des publicités)
References	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)

Week	Weekly Contents
14	Exposés (Advertising Analyses)