Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G344	Consumer Behaviour	6	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)
14	Exposés (Advertising Analyses)