

Number of ECTS credits : 3

Course language : Anglais, Français

Course leader : TOUZE FLORENCE

Speakers : CARRASCO Graciela , LOMBART Cindy , MUKHERJEE Sourjo , OCHS Adeline

≡ COURSE DESCRIPTION

Consumer Behaviour

Brand communication program

Lectures and case studies

≡ COURSE OBJECTIVES

- To master the main concepts and theories of consumer behaviour
- To understand what they imply in the practice of marketing and communication, to be able to use them and to adapt them according to the situations
- To be able to communicate about consumer behaviour both orally and in writing.

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	L02 - Analyse complex situations
Outcomes	Lev. 0 - NC
C4B learning goal	LG2 - Action
C4B learning objective	L04 - Make proposals, take initiatives
Outcomes	Lev. 0 - NC
C4B learning goal	LG2 - Action
C4B learning objective	L05 - Evaluate, prevent and manage short, medium and long-term risks
Outcomes	Lev. 0 - NC
C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	L07 - Identify needs and draw up an appropriate offer
Outcomes	Lev. 0 - NC
C4B learning goal	LG4 - CSR
C4B learning objective	L012 - Take a decision from economic, social and environmental perspectives
Outcomes	Lev. 0 - NC

≡ TACKLED CONCEPTS

Consumer behaviour, internal and external influences, marketing, surveys, advertising campaign, advertising goals

≡ LEARNING METHODS

Lecture, videos, case study

≡ ASSIGNMENTS

To analyse one concept for a particular market and to make recommendations in terms of marketing and communication for the brands of this market

≡ BIBLIOGRAPHY

Book : Solomon, M.R. (2014), Consumer Behavior: Buying, Having and Being, Pearson Education, 11th Edition

Scientific publication : Journal of Consumer Research

≡ EVALUATION METHODS

40 % : Course work

60 % : Exam

≡ SESSIONS

1

Introduction

LECTURE & CASE STUDIES & EXERCISES : 04h00

Chapter 1 : Needs, motivations, implication

Presentation of the expected work and the methodology

Identification and choice of one concept and one market

2

Self-concept, personality, lifestyle

LECTURE & CASE STUDIES & EXERCISES : 04h00

Chapter 2 : Self-concept, personality, lifestyle

Chapter 3 : Perception

Group work : Exploration (scientific database, professional websites) of the chosen concept and the market, definition of an issue

3

Learnings, memorisation

LECTURE & CASE STUDIES & EXERCISES : 04h00

Chapter 4 : Learnings, memorisation

Chapter 5 : Attitudes and feelings

Group work : Agenda of the report, searches

Writing up of the report

4

Decision making

LECTURE & CASE STUDIES & EXERCISES : 04h00

Chapter 6 : Decision making

Chapter 7 : buying, using and after-consumption

Group work : Preparation of the oral presentation

5

External Influences

LECTURE & CASE STUDIES & EXERCISES : 04h00

Chapter 8 : Family

Chapter 9 : Social influence

Chapter 10 : Culture, sub-culture

Chapter 11 : Situational influence

