

Number of ECTS credits : 3

Course language : French , English

Course leader : TOUZE Florence

Faculty : LEAUTE Brigitte , PARTHASARATHY Aparajit , TRELOHAN Magali

≡ 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 GOALS

≡ 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

1

Introduction

BRIEFING : 01h00

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 : 01h00

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 : 01h00

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 : 01h00

Chapter 6 : Decision making

Chapter 7 : buying, using and after-consumption

Group work : Preparation of the oral presentation

5

External Influences

GROUP PRESENTATION : 01h00

Chapter 8 : Family

Chapter 9 : Social influence

Chapter 10 : Culture, sub-culture

Chapter 11 : Situational influence

6

Oral presentations

GROUP PRESENTATION : 01h00

Oral presentations
