

- Faculté des sciences économiques
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Consumer Behavior (5EN1032)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Bachelor en sciences économiques, orientation comptabilité/finance	Cours: 2 ph	écrit: 2 h	3
Bachelor en sciences économiques, orientation économie politique	Cours: 2 ph	écrit: 2 h	3
Bachelor en sciences économiques, orientation management	Cours: 2 ph	écrit: 2 h	3
Bachelor en sciences économiques, orientation ressources humaines	Cours: 2 ph	écrit: 2 h	3
Bachelor en sciences économiques, orientation systèmes d'information	Cours: 2 ph	écrit: 2 h	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Equipe enseignante:

Professor :
Valéry Bezençon
valery.bezencon@unine.ch

Class assistant:
Juliana Trad Veríssimo
Juliana.trad@unine.ch

Address:
Institut de l'entreprise
Université de Neuchâtel
A.-L. Breguet 2, CH-2000 Neuchâtel

Objectifs:

- At the end of the course, students should be able to
- Understand their own consumption-related behaviours
 - Explain consumers' decision-making processes
 - Explain the internal and external factors that affect consumer behaviour
 - Design marketing strategies that account for consumer behaviour
 - Critically review consumption issues, practices and related marketing tactics
 - Individually deepen advanced consumer behaviour topics

Contenu:

The course involves content related to consumers' decision making processes, psychological, social and cultural factors affecting consumer behaviour, as well as ethical and regulatory issues in consumer behaviours. More specifically, the course content is the following:

- Introduction to consumer behaviour
- Decision making and consumer behaviour
- Cultural influences on consumer decision making
- Consumer and social well-being
- The perception process
- Consumer and the self
- Attitudes and persuasion
- Situational effects on consumer behaviour
- Word-of-mouth communication and the diffusion process

Forme de l'évaluation:

Students will be continuously evaluated through quizzes throughout the semester, case participation and project work. More specifically, the following points will be allocated:

- Project assignment 1 (individual): 8 points
- Project assignment 2 (group): 15 points

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- Quizzes: 28 points
 - Case participation: 6 points
 - Presentation review: 3 points
- Total: 60 points. Final grade: total points divided by 10.

Retake: In case of class failure, an oral retake exam accounting for 100% of the grade will have to be passed. The oral exam will evaluate the understanding of all class discussions, case discussions, pre-readings and assignments. Project assignments 1 and 2 have to be completed to be allowed at the retake exam.

Documentation:

Reference book : Michael R. Solomon (2015) Consumer Behavior: Buying, Having, and Being, 11th ed., Global edition, Pearson

Optional book : Leon G. Schiffman and Joseph L. Wisenblit (2015) Consumer behavior, 11th ed., Global edition, Pearson

Other mandatory and optional readings including articles and cases will be uploaded on Claroline.

Pré-requis:

Marketing

Forme de l'enseignement:

2 hours of class time per week, involving interactive teaching such as concepts and examples presentation followed by discussions; case discussion ; article discussion ; workshop ; student presentation.