

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

### Consumer Behavior (5EN1032)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Bachelor en sciences économiques, orientation économie</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3
<b>Bachelor en sciences économiques, orientation management</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	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](mailto:valery.bezencon@unine.ch)

Class assistant:

Kristoffer Bergram  
[kristoffer.bergram@unine.ch](mailto:kristoffer.bergram@unine.ch)

Student assistant:

Roman Gampert  
[Roman.gampert@unine.ch](mailto:Roman.gampert@unine.ch)

#### 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
- Consumer and social well-being
- The perception process
- Consumer self and consumer identities
- Attitudes and persuasion
- External influences on consumer decision making and consumer behaviour

#### Forme de l'évaluation

Students will be evaluated throughout the semester. More specifically, the following points will be allocated:

- Project by team: 34 points (22 points for the report and 11 points for the video presentation, 1 point for the evaluation of other teams' presentations)
- Identity-based consumption activity: 10 points
- Synthesis papers: 6 points
- Peer evaluation: 10 points

Total: 60 points. Final grade: total points divided by 10.

Retake: In case of class failure, a 2 hour written exam during the exam retake session accounting for 100% of the grade will have to be passed. The exam will evaluate the understanding of all required reading material, class discussions, case discussions, and project work.

Important: notes, articles, books and other documentation, as well as computers, connected phones and other connected electronic devices are not allowed in exam. In case of violation of these rules, these items will be removed and the exam may be considered failed.

#### Documentation

There will be reading materials for each class, drawn from academic journals, management magazines and the book Consumer Behavior: Bying, Having, and Being, by Michael Solomon, 11th edition. The readings will be listed in the calendar. Students are expected to read and understand the designated material prior to the start of the class.

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## **Consumer Behavior (5EN1032)**

### **Pré-requis**

Marketing

### **Forme de l'enseignement**

Interactive teaching such as presentation of concepts and examples followed by discussions; case discussion; article discussion; group activities; project; student presentation.

### **Objectifs d'apprentissage**

Au terme de la formation l'étudiant-e doit être capable de :

- Describe consumers' decision-making processes
- Explain their own consumption-related behaviours
- Explain the basics of the scientific method in consumer research
- Discuss the internal and external factors that affect consumer behaviour
- Design marketing strategies that account for consumer behaviour
- Explore advanced consumer behaviour topics
- Review consumption issues and related marketing tactics

### **Compétences transférables**

- Teach knowledge to small groups
- Communicate project outcome effectively
- Work in online teams