

- Faculté des sciences économiques
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Consumer Behavior (5EN1032)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Bachelor en sciences économiques, orientation économie	Cours: 2 ph	Voir ci-dessous	3
Bachelor en sciences économiques, orientation économie politique	Cours: 2 ph	Voir ci-dessous	3
Bachelor en sciences économiques, orientation management	Cours: 2 ph	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

Lecturers:

Dr. Sabrina Stöckli and Bettina Höchli

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

Contact:

sabrina.stoeckli@unine.ch and bettina.hoechli@unine.ch

Where?

Room C54, 1er Mars 26 building

When?

Tuesday, every second week (starting from 24.09.2019), 14.15 - 18.00h

Contenu

Course Overview:

This course introduces the key aspects of consumer behavior. These involve the acquisition, consumption, and disposition of goods, services, time, and ideas. It will particularly shed light on consumer decision making processes and topics such as customer satisfaction/dissatisfaction, personality and life styles; psychological, social and cultural influences; ethical and regulatory issues in consumer behavior and consumer well-being. In addition, implications for marketing practitioners will be discussed (e.g., for customer service; attitude change and retail advertising).

Learning Goals:

At the end of the course, students should be able to...

- ...understand own consumption-related behaviors
- ...explain consumer decision-making processes
- ...explain the internal and external factors that affect consumer behavior
- ...design marketing strategies that account for consumer behavior
- ...transfer consumer behavior theories to explain concrete consumer-related societal problems (e.g., food waste)
- ...critically review consumption issues, practices and related marketing tactics
- ...present scientific papers from the consumer behavior field
- ...discuss potential solutions with convincing arguments for a consumer-related problem
- ...write an essay on a scientific paper and discuss concrete implications for the practice

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 (group): 15 points
- Project assignment 2 (individual): 15 points
- Quizzes: 20 points (written)
- Case participation: 10 points

Total: 60 points.

Final grade: total points divided by 10.

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All assignments, quizzes and case participation are mandatory.

The retest date for missed quizzes (written) is the 17.12.2019 (within the regular meeting time). Further information on handling with absences and evaluation will be provided in the introduction session.

For a 2nd retest attempt: written exam (2 hours) during retake session (counts for 100% of the final grade)

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

Documentation

Reference book :

Hoyer, W. D., Pieters, R., & MacInnis, D. J. (2013). Consumer behavior. Mason, OH: South-Western Cengage Learning.

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

Forme de l'enseignement

2 hours of class time per week