

- Faculté des sciences économiques
- www.unine.ch/seco

Consumer Behaviour (5EN1032)

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

Professor:
Valéry Bezençon
valery.bezencon@unine.ch

Class assistant:
Khalid Hamdaoui
khalid.hamdaoui@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 issues in consumer behaviours. More specifically, the course content is the following:

- Introduction to consumer behaviour
- Decision making and consumer behaviour
- Consumer well-being, sustainable product consumption
- 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: 32 points (24 points for the report and 8 points for the video presentation, 1 bonus point for the evaluation of other teams' presentations)
- Quiz: 15 points
- Synthesis papers: 10 points
- Peer evaluation: 3 points

Total: 60 points. Final grade: total points divided by 10 rounded to .5.

Modalités de rattrapage

In case of class failure, a 2 hours closed-book written exam during the exam 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 the retake 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, 14th 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.

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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.

The lectures will NOT be recorded as the course is based on in-class participation.

Objectifs d'apprentissage

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

- Discuss the internal and external factors that affect consumer behaviour
- Design marketing strategies that account for consumer behaviour
- Explore advanced consumer behaviour topics
- Explain their own consumption-related behaviours
- Describe consumers' decision-making processes

Compétences transférables

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