

« MASTER 2 » LEVEL

MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL
DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

MARKETING, STAKEHOLDERS AND CONSUMER BEHAVIOUR

TEACHER :

Name :	REDZEPAGIC
First Name :	Srdjan
E-Mail :	Srdjan.REDZEPAGIC@univ-cotedazur.fr

TEACHING OBJECTIVES

This course (15h) aims to teach approach to students regarding contemporary trends and explanations on behavioural targeting, customizing products and promotional messages, predictive analytics, reaching “eyeballs” instead of demographic groups, tracking online navigation and analysing websites’ visits, gauging word-of-mouth and opinion leadership online, consumer-generated advertising, and new media platforms, such as mobile and apps advertising.

PREREQUISITE :

None.



PLAN :

I - Consumers, Marketers, and Technology

- 1 - Technology-Driven Consumer Behaviour
- 2 - Segmentation, Targeting, and Positioning

II - The Consumer as an Individual

- 3 - Consumer Motivation and Personality
- 4 - Consumer Perception
- 5 - Consumer Learning
- 6 - Consumer Attitude Formation and Change

III - Communication and Consumer Behaviour

- 7 - Persuading Consumers
- 8 - From Print and Broadcast Advertising to Social and Mobile Media
- 9 - Reference Groups and Word-of-Mouth

IV - Consumers in their Social and Cultural Settings

- 10 - The Family and Its Social Standing
- 11 - Culture's Influence on Consumer Behaviour
- 12 - Subcultures and Consumer Behaviour
- 13 - Cross-Cultural Consumer Behaviour: An International Perspective

V - Consumer Decision-Making, Marketing Ethics, and Consumer Research

- 14 - Consumer Decision-Making and Diffusion of Innovations
- 15 - Marketing Ethics and Social Responsibility
- 16 - Consumer Research

BIBLIOGRAPHIC ELEMENTS:

Consumer Behavior

Leon G. Schiffman, Joseph L. Wisenblit
Eleventh edition
ISBN 13: 978-0-273-78713-6
Pearson Education Limited 2015