



CONSUMER AND BUYER BEHAVIOUR

Objectives:

The objective of this course is to provide students with a thorough appreciation of consumer and buyer behaviour concepts and their application in Marketing.

Content:

- Introduction to consumer behavior
- Individual influences affecting consumers
- Group, social and cultural influences affecting consumers
- The consumer's decision making process.

The copyright of all IMM Graduate School of Marketing material is held by the IMM GSM. No publications may be reproduced without its prior written permission.

February 2008