Consumer behaviour and cross-cultural marketing

En bref

- **Langues d’enseignement**: Anglais
- **Ouvert aux étudiants en échange**: Non

Présentation

Objectifs

Provide students with the fundamentals of sociology of consumption and consumer psychology. Introduce cross-cultural marketing and raise awareness on the relevancy to diversify marketing strategies based on socio-cultural characteristics of consumers.

Heures d'enseignement

Consumer behaviour and cross-cultural marketing - Travaux Dirigés 20h

Pré-requis nécessaires

>> Be creative

>> Be a good observer of folks

Plan du cours

- Regular classroom + Discussion-based workshops
- Video extracts or articles as case studies
- Problem solving situations and small group work
- Reading up research articles and case studies could supplement the sessions and be used for individual study between each session.

Infos pratiques

Lieux

- Annecy-le-Vieux (74)

Campus

- Annecy / campus d'Annecy-le-Vieux