

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 - TD	Travaux Dirigés	20h
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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