



University of Pretoria Yearbook 2016

Consumer behaviour 212 (BEM 212)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Programmes	BAdmin International Relations BCom Business Management BCom Economic and Management Sc BCom Entrepreneurship BCom Informatics: Information Systems BCom Marketing Management BCom Recreation and Sports Management BA Option: Sport and Recreation Management BA Visual Studies BConsumer Science Clothing: Retail Management BConsumer Science Foods: Retail Management BConsumer Science Hospitality Management BSc Food Management (4 years)
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 110 GS
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Marketing Management
Period of presentation	Semester 1

Module content

Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.



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