

# University of Pretoria Yearbook 2016

## Consumer behaviour 212 (BEM 212)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	Faculty of Economic and Management Sciences
<b>Module credits</b>	16.00
<b>Programmes</b>	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)
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
	Faculty of Humanities
	Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	BEM 110 GS
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Both Afr and Eng
<b>Academic organisation</b>	Marketing Management
<b>Period of presentation</b>	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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