



University of Pretoria Yearbook 2016

Consumer behaviour 212 (BEM 212)

Qualification Undergraduate

Faculty [Faculty of Economic and Management Sciences](#)

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.

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



The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of each student to familiarise himself or herself well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.