



University of Pretoria Yearbook 2017

Consumer behaviour 212 (BEM 212)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Programmes	BAdmin International Relations BCom BCom Business Management BCom Entrepreneurship BCom Informatics Information Systems BCom Marketing Management BCom Recreation and Sports Management BCom Supply Chain Management BSc Information and Knowledge Systems BA Sport and Leisure Studies Sport and Recreation Management BA Visual Studies BConSci Clothing Retail Management BConSci Food Retail Management BConSci Hospitality Management BSc Culinary Science
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 120 GS
Contact time	3 lectures per week
Language of tuition	Afrikaans and English is used in one class
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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