

# USM30K - New Consumer Behavior

## Présentation

### Prérequis

Master in Management MIM M2 group: e-Business and Marketing

### Objectifs pédagogiques

This course aims to understand major consumer trends and their impact on marketing and business.

The analysis of offline behaviors makes it possible to understand the expectations of users and the challenges of online services.

The main behavior segmentation tools are presented for different economic sectors (tourism, bank, etc.)

Several points are addressed like online purchase, phygital customer journey in an omni-hannel environment, arbitration between physical and online choices.

## Programme

### Contenu

The following points will be covered during the course: segmentation tools, new tools to analyse customer meanings

Evolution of hybrid customer journeys

User expectations in an omnichannel environment.

### Modalités de validation

- Contrôle continu
- Examen final

### Bibliographie

Titre	Auteur(s)
Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) 1st Edition, Kindle Edition, by Angeline Close Scheinbaum (Editor)	Angeline Close Scheinbaum

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### Code : USM30K

Unité spécifique de type cours

4 crédits

### Responsabilité nationale :

EPN15 - Stratégies / Jean-Michel RAICOVITCH

### Contact national :

EPN 15 Stratégies

2 rue Conté

75003 Paris

01 58 80 84 24

Mouna Tazi

[mouna-sonia.tazi@lecnam.net](mailto:mouna-sonia.tazi@lecnam.net)