

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 pathway, arbitration between physical and online choices.

Programme

Contenu

The following points will be covered during the course: segmentation tools
Evolution of hybrid behavior and user expectations

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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Unité spécifique de type cours
4 crédits

Responsabilité nationale :
EPN15 - Stratégies / 1

Contact national :

Cnam - IIM - EPN stratégies -
Programmes Master in
Management (MIM)
EPN15, 2 rue Conté
bureau 31.2.31
75003 Paris
00 33 1 58 80 85 64
Sophie Le Liboux
sophie.le_liboux@cnam.fr