

FROM CONSUMER BEHAVIOR TO MANAGEMENT OF CONSUMER EXPERIENCE

[Available in 2024-2025]

Diploma: International Master in Business Studies and Master Global and Sustainable Management

Description:

Providing a gratifying experience to the consumer is now a familiar objective for any corporation. The emergence of the experience concept in the field of corporate marketing is the latest step in the evolution of the conceptualization of consumer behaviour. This course describes this evolution, starting with the cognitive view of consumer decision making, followed by the recognition of the role affective states and the identification of the social functions of consumption, culminating in the conceptualization of consumer experience and consumption value. The contribution of this theoretical framework to the formulation and implementation of an experiential marketing strategy of the firm is explored through case studies both in the areas of product and services marketing.

Hours: 14

ECTS: 3

Level: intermediate