



Date of Commencement: 18 July 2011
 Duration: 4 months
 Day: Mondays
 Time: 7.00-9.30pm
 Venue: IACT College
 Registration Fees: RM200 per participant
 Course Fees: RM850 per participant
 HRDF Training Grant: SBL



This course introduces participants to the basics of consumer behaviour, which is seen as a vital component in advertising and marketing. It is based on the premise that it is the free choice of the consumer that ultimately determines what shall be produced and marketed. This course will examine the internal and external factors that influence the behaviour of consumers. Influences such as perception, learning, personality, lifestyle, family and social class are examined, with a view to sensitise students to the interplay of psychological forces.

Objectives:

Upon completion of this course, participants will:

- understand the modes of which consumer obtain information and make decisions about products.
- perceive how opinions and attitudes are formed and changed.
- develop a better appreciation of values, beliefs, prejudices and persuasion in the consumer's lifestyle.
- have knowledge of related concepts from the behavioural sciences (sociology, anthropology and psychology).
- apply concepts from consumer behaviour to the development and management of an effective marketing programme.

Contents:

- An Overview
- The Socio-Cultural Environment of the Consumer
- The Psychological Bases of Consumer Behaviour
- Motivation as a Central Factor in Consumer Behaviour
- Consumer Behaviour in the Market Context

Suitable for individuals who are interested in understanding consumer behaviour for effective marketing and advertising strategies