

CONSUMER INSIGHT

LANGUAGE:

English

PREREQUISITES:

Introduction to marketing course

TEACHING METHODS:

Lectures, group assignments, & case studies presented by marketing professionals

EVALUATION METHODS:

Group assignments evaluated for their methodological and theoretical quality as well as individual exams



CONTENT

Today, the foundation of an organization's success lies largely in relevant insights into how consumers feel, think, choose, and consume. In this major you will learn to adopt a consumer-centric perspective of marketing.

You will study and use the tools and methods needed to systematically investigate and answer marketing questions through large scale data collections as well as in-depth qualitative studies and more experimental methods. We will also teach you and ask you to use theories and models of consumer behavior in a wide range of marketing topics, from service marketing to B2B marketing and ethical consumption.

AIMS:

Organized around a consumer-centric approach, the purpose of this major is to give students a comprehensive coverage of state-of-the-art frameworks, concepts, tools, and techniques to understand, predict and leverage consumers' emotions, attitudes and behaviors. It also aims at addressing relevant inputs required by the increasingly digital marketing landscape, as well as other highly topical subjects such as ethical consumption and sustainability.



5 MANDATORY COURSES

- Consumer Behavior
- Marketing Studies
- Managing Brand Equity
- Customer Relationship Management (CRM)
- Neuromarketing, virtual reality, and experimental approach

COMPETENCES ACQUIRES:

In this track the students will develop their :

- Corporate citizenship
- Knowledge and reasoning
- Scientific and systematic approach
- Capacity to work effectively in an international and multicultural environment
- Project management skills
- Communication and interpersonal skills

CAREER OPPORTUNITIES:

This major prepares students for pursuing careers in marketing (on the side of announcers or marketing agencies) but also in general management, entrepreneurship, business consulting, media, or consumer-oriented not-for-profit organizations.