

CERTIFICATION IN CONSUMER BEHAVIOR

Week 1: Introduction to Consumer Behaviour	6 Hours
<ul style="list-style-type: none">• Theoretical Frameworks of Consumer Behaviour• Cultural Symbolism• Digitalization	
Week 2: Segmentation and Brand Positioning	
<ul style="list-style-type: none">• Relevance and Importance of Segmentation and Brand Positioning• Marketing Mix Elements• Types of Brands and Value• Targeting and Positioning• Psychographics	6 Hours
Week 3: Consumer Decision Making	6 Hours
<ul style="list-style-type: none">• Types of Decisions and Decision Making• Consumer Decision Making Influencers• Role of Culture in Decision Making• Experiential Utility• Role of Emotions in Decision Making• Motivation and Emotion• Social Judgement Theory	
Week 4: Perception	6 Hours
<ul style="list-style-type: none">• Absolute Threshold / Just Noticeable Difference• Applications of Perception	
Week 5: Learning	6 Hours
<ul style="list-style-type: none">• Importance of Learning• Types of Learning• Classical Conditioning• Applications of Classical Conditioning• Summary and Additional Resources	
Week 6: Consumer Behaviour in Practice	5 Hours
<ul style="list-style-type: none">• Consumer Profiling• Psychographics	