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| Course Title                  | <b>DIGITAL CONSUMER BEHAVIOUR</b>  |
| Course Code                   | <b>MKT 124</b>   |
| Course Purpose and Objectives | This course examines the characteristics of consumers and their behaviour taking into consideration the influence of technology and digital media. Through the course students will examine consumers and understand their buying decisions as these are formed by the digital era. Learners will understand how recent changes in technology influence aspects of consumer behaviour. This course also examines the importance of ethical digital marketing and the use of sustainable practices. |
| Learning Outcomes             | <ol style="list-style-type: none"> <li>1. Describe the decision-making process of buyers.</li> <li>2. Identify digital marketing approaches when introducing new products</li> <li>3. Demonstrate how factors of motivation influence consumer decisions</li> <li>4. Describe Artificial Intelligence and its influence in Consumer Behaviour</li> <li>5. Explain the role technology has in regards to learning for the consumer</li> </ol>   |
| Course Content                | <ul style="list-style-type: none"> <li>• Introduction to consumer behaviour</li> <li>• Decisions and Behaviours</li> <li>• Innovation and Digital Technologies</li> <li>• Consumption and B2C and B2B</li> <li>• Consumers through the world of technology</li> <li>• Drive Motivation and Hedonism</li> <li>• Learning and knowledge</li> <li>• Attitude formation and change</li> <li>• Ethical and sustainable consumption</li> </ul>   |