



Course Category	Business			
Course Title	Consumer Behaviour in the Digital Age			
Course Code	BS152			
Medium of Instruction	Chinese			
Duration	30.0 hour(s)			
Course Fee	Macao Resident: MOP3,030 Non-Macao Resident: MOP3,030			
Certificate	Students who have obtained a passing grade of the course and attended no less than 70% of the class sessions will be issued a course certificate by UTM. The passing grade of the course is 50.			
	Course Code	Sub Code	Course Start Date	Course End Date
	BS152	2401	2024/06/24	2024/07/24
	Course Code	Sub Code	Registration Period	Quota
	BS152	2401	2024/05/13 - 2024/06/14	25
Outline	<ul style="list-style-type: none"><li>• Factors influencing consumer behaviour</li><li>• Consumer demand</li><li>• The consumer's decision-making process</li><li>• Characteristics of individual consumers - psychological variables, demographic structure, and behavioural variables</li><li>• The interaction of consumer characteristics, stimuli, decision-making processes, and consumer responses</li><li>• Consumer behaviour patterns and marketing strategies</li><li>• Behavioural analytics tools and techniques</li><li>• Impact of technology on consumer behaviour</li></ul>			
Teacher	Please refer to the schedule			