

Buyer Behaviour

Course Overview

You can influence consumer behaviour to maximise sales!

As a sales and marketing professional you need to know how to understand, interpret and influence decision making to achieve the best results for your business. This course will help you gain an understanding of how to achieve that goal and apply buyer decision making processes within your entity.

Level: 5 **Fee:** \$660.70 **Weekly Hours:** 16.5 **Credits:** 15 **Weeks:** 9

Learning Outcomes

On successful completion of this course students will be able to:

1. Apply buyer decision-making processes
2. Explain and apply internal, external and situational influences on buyer behaviour

Indicative Course Content

- Consumer and Business buyer decision-making models for marketing practice
- Involvement and decision-making
- Buyer decision-making contexts: simple versus complex, luxury, ethical
- Internal influences on consumer decision-making (perception, motivation, attitudes, emotions, self-concept, learning, memory, lifestyles etc.)
- External influences on consumer decision making (reference groups, family, culture, etc.)
- Situational and market influences on consumer-decision making
- Buyer decision making models impact on marketing and sales processes
- Target market profiles
- Consumption "in use"
- Influences of business buyer behaviour

Assessment

No	Assessment Type	Assessment Date	Outcomes	Weighting
1	Assessment 1: E-Portfolio	Sunday Week 5	LO 1	50%
2	Assessment 2: Internal and external influences	Friday Week 9	LO 2	50%



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Contact Us

Any questions or queries please contact one of our enrolment team members below:

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