

Micro-Credential in Consumer Behaviour and Market Intelligence



Delivery mode: Online

Duration of Study: 7 Weeks / 7 Hours

Level: Advanced

Business & Entrepreneurship

The global business landscape is ever-changing, and the pace of change continues to accelerate, compelling organisations across every industry to continuously transform their business models, operational systems and processes.

It is at this forefront of change, that employees equipped with the most necessary skill sets – both hard skills and soft – can steer organisational success in the right direction.

Through continuous learning, employees can increase their levels of performance and engagement, honing their skills across subjects that are relevant to their workplace to be more in tune with the industry's demands, and support the organisation's business objectives successfully. The future of work will see versatile, skilled employees better-equipped to meet rapidly changing customer needs and market shifts; to be more in-demand and highly sought after.

Meanwhile, entrepreneurial education and training provides individuals with the ability to recognise commercial opportunities, and the knowledge and skills to act on them. It includes instruction in opportunity recognition, commercialising a concept, managing resources, and initiating a business venture.

Programme Overview

The course is designed to accommodate the needs of understanding marketing from the perspective of buyers and sellers. It is based upon the premise that the ultimate success of the marketers is the final consumption of the consumers. Therefore, marketers must know how and why consumers behave the way they do towards marketing-related stimuli. Learners will add knowledge with the use of case studies as group discussion and executing the important marketing intelligence tools in solving issues presented in cases.

Assessment

- Coursework: 100%
- Examination: None

Areas of Knowledge

- The theories and concepts of buyer behaviour.
- Factors influencing a person's purchase decision.
- The market intelligence tools for decision making.
- Marketing environment analysis to formulate appropriate marketing strategy to drive the firms' strategic positioning.

Why UNITAR?

5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

AFFORDABILITY

HRDF and various financial aid available.

UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

Course Modules

Lesson 1

- Consumer behaviour and marketing strategy
- Cross-cultural variation in consumer behaviour
- Demographics and social stratification

Lesson 2

- Group influences on consumer behaviour
- Perception
- Learning, memory, and product positioning

Lesson 3

- Motivation, personality, and emotion
- Attitudes and influencing attitudes
- Self-concept and lifestyle

Lesson 4

- Situational influences
- Consumer decision process and problem recognition

Lesson 5

- Information search
- Alternative evaluation and selection

Lesson 6

- Outlet selection and purchase
- Post-purchase processes, customer satisfaction, and customer commitment

Lesson 7

- Organisational buyer behaviour
- Marketing regulation and consumer behaviour

COURSE PROGRESSION >>>

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Master in Business Administration (Online)



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