

Certificate in Consumer Behaviour

Overview

Understanding Consumer Behaviour plays into the success of all businesses and services. Knowing what your consumers want is integral to your success and your relationship with your customers. In this course you will look at the different types of consumer, what they react to and how to engage with them best when marketing your product.

Modules

- What is meant by Consumer Behaviour?
- Types of Consumers
- Why Consumers Buy
- Importance of Consumer Behaviour
- Steps of Decision Making Processes
- How to Reduce Cognitive Dissonance
- Consumer Involvement in Buying Decisions
- Types of Consumer Buying Decisions
- Factors Influencing Consumer Behaviour
- Role of Consumer Behaviour and Satisfaction
- Role of Consumer Behaviour for Relationships
- Role of CRM in Consumer Behaviour
- Role of Consumer Behaviour and Value Drivers

On course enrolment

- **167 course pages** in a PowerPoint Slides format that you can easily print
- **Real life examples**
- High quality info graphics that help you understand content
- Full Guidance Support
- **Awarding Organisation endorsement and Certificate**

Eligibility requirements

- There **is no previous experience or qualifications required** for enrolment.
- It is available to all students aged 18 or over, of all academic backgrounds.
- **Basic understanding of English** language is required to attend this course.
- You'll need a **smart device (PC/Mac/Tablet) with an Internet connection**.

Course Assessment

This course does not involve any written exams. Students will be assessed by Multiple Choice Questions (MCQ) and achieve 50% marks.

Course Duration

The course can be completed in a very short time. The pace for the course is set by the learners themselves the course material is downloadable and course registration will be valid for 12 months, so learners can complete the course with complete peace of mind and with no pressure at all.

Course Mode

This is a self-study course, students have 100% freedom to complete the course, and there is no time restriction on this course.

Career path

This course may lead to progression into or within employment in this field. It may be that you are running your own business and you are seeking to learn effectively engage with customers or it may be used to help you learn more about how these processes work within the business you are employed in. Employers may request their employees to do this as a CPD course, or you may choose to do so in order to progress in your field.

Fees: £150 + VAT

Fast Facts

Awarding Body: CPD Qualification, UK

Course Duration: 2-6 Weeks

Method of study: Online

Qualification Level: 1