



Consumer and Seller Behaviour (E2ECO001C)

Introduction This programme introduces some fundamental marketing concepts, the factors influencing consumer behaviour, design of the marketing mix and basic research techniques. It will also familiarise students with the operation of various marketing activities and the application of marketing concepts and theories to resolve problems in a systematic manner.

Programme Type / Level Behavioural Economics Course (Level II) ([Token-required](#))

Instructor(s) Mr Chan Man Kit

Pre-requisites No specific prerequisites

Target Participants

- S1 to S3 HKAGE student members in 2020/21 school year only
- Class size: **30**

*First-come, first-served

Medium of Instruction Cantonese with English Handouts

Certificate **E-Certificate** will be awarded to participants who have:

- ❖ Attended **AT LEAST 3 sessions**; AND
- ❖ Completed all the assignments with satisfactory performance

Intended Learning Outcomes Upon completion of the programme, participants should be able to:

1. identify the factors that influence consumer behaviour and their purchasing decisions;
2. describe the impact of consumer behaviour on supply and demand for products and services;
3. illustrate the marketing problems and the design of marketing strategies;
4. apply basic research techniques for measuring consumer behaviour.

Application Deadline **16 Nov 2020, 12:00 n.n**

Student members may withdraw from the programme on or before the deadline. Otherwise, the token will be deducted.

Schedule	Session	Date	Time	Venue (HKAGE)
	1	22 Dec 2020 10 Apr 2021	2:00 p.m. – 5:00 p.m. 1:30 p.m. – 4:30 p.m.	Room 203
	2	31 Dec 2020 17 Apr 2021	10:00 a.m. – 1:00 p.m. 1:30 p.m. – 4:30 p.m.	
	3	2 Jan 2021 24 Apr 2021	9:30 a.m. – 12:30 p.m. 1:30 p.m. – 4:30 p.m.	Room 403 Room 206
	4	2 Jan 2021 8 May 2021	2:00 p.m. – 5:00 p.m. 1:30 p.m. – 4:30 p.m.	Room 403 Room 206

Enquiries For enquiries, please contact Academic Programme Development Division on 3940 0101 After language selection, press "1".