



E2EC0004C

(Token- required)

Behavioural Economics Course (Level II)

Role of Consumer and Seller in Marketing

Mr MAN Wing Cheong, Harvey



Application Deadline
1 Apr 2022 12:00 noon

Intended Learning Outcomes

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

1. identify the factors that influence consumers 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 consumers behaviour;
5. adjust their spending habit with the behavior economics concepts when making purchase decisions.



◆ 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.

◆ Schedule

Session	Date	Time	Venue
1	9 Apr		
2	16 Apr		
3	23 Apr	2:00 p.m. – 5:00 p.m.	Zoom Meeting
4	30 Apr		
5	7 May		

◆ Target Participants

- S1 – S3 HKAGE student members only
- Class size: 30

* First-come-first-served.

◆ Pre-requisite

No special prerequisites are needed

◆ Medium of Instruction

Cantonese with English handouts

◆ Certificate

E-Certificate will be awarded to participants who have:

- attended **AT LEAST 4 sessions**; AND
- completed all the assignments with satisfactory performance