StaffCPD | Affordable CPD for All

Certificate in Consumer Behaviour

CPD Certificate • Accredited by UK Versity and The CPD Certification Service

COURSE TYPE	DURATION	ASSESSMENT	STUDY MODE	ACCREDITED BY
CPD Certificate	**2–6 Weeks**	**Online MCQ (50% pass)**	**Online / Self-paced**	**UK Versity & CPD Certification Service**

COURSE 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.

WHAT YOU WILL LEARN

- 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

ENTRY 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.

CAREER AND PROGRESSION

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.

ASSESSMENT & ACCREDITATION

This course does not involve any written exams. Students will be assessed by Multiple Choice Questions (MCQ) and achieve 50% marks. This course is accredited by UK Versity and The CPD Certification Service. On successful completion you receive a certificate you can verify at staffcpd.com/verify-your-certificate.

Course Fee: £20

100% online | Instant access on purchase | 12 months' access

BUY NOW
staffcpd.com

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