

CONSUMER BEHAVIOR CERTIFICATE

Program Description

How can we best guess whether a new product or service will be a hit with customers? Now more than ever, marketing managers need data-driven strategies to predict exactly how consumers will make their buying decisions, and human behavior is at the heart of this puzzle.

In this certificate program, you will assess why many common approaches to gauge purchase decisions are not effective and discover how to implement better strategies. Using many popular products as examples, you will examine how psychology plays a role in how customers behave, applying concepts such as heuristics and biases. You will be introduced to the three key drivers of consumer behavior – attention, emotion, and coherence – and determine how they impact customer behavior. Finally, you will gain applicable consumer behavior insights to help shape your branding and pricing strategies. By understanding why customers act the way they do, you and your teams can inform practices to more accurately and successfully bring your new product or service to market.

The courses in this certificate program are required to be completed in the order that they appear.

Key Takeaways

- Explore the risks of relying on traditional market research
- Investigate the three key drivers of customer behavior along with common mistakes
- Assess and apply the main influences on online and offline purchasing behaviors
- Model and evaluate the process of product entry into a market to understand adoption of your own product
- Create a brand positioning statement and brand assessment map
- Investigate financial analysis for pricing and discover the impact of behavior on price evaluations

What You'll Earn

- Consumer Behavior Certificate from Cornell's SC Johnson College of Business
- 60 Professional Development Hours (6.0 CEUs)

Who Should Enroll

- Marketers
- Brand managers
- Product managers
- Engineers and software developers
- Tech leaders
- Project managers
- UX and web design professionals
- Entrepreneurs

Total Investment

3 months to complete all courses

How To Enroll

For more information on how to enroll, please visit Consumer Behavior Certificate (<https://ecornell.cornell.edu/certificates/marketing/consumer-behavior/>).

Courses

Code	Title	Hours
eCornell JCB651	Introduction to Behavioral Science	0
eCornell JCB652	Drivers of Consumer Behavior: Attention, Emotion, Coherence	0
eCornell JCB653	Using Behavioral Science to Influence Customer Behavior Online	0
eCornell JCB654	Behavioral Science for Innovation	0
eCornell JCB655	Behavioral Science for Branding	0
eCornell JCB656	Behavioral Science for Pricing	0