

27622 - Consumer Behaviour

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Year	3
Semester	First semester
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The teaching methodology of the lectures is based on the lecture. In these classes the main theoretical concepts will be developed using current examples to improve their understanding.

The practical classes are fundamentally participatory. The student takes the lead role in the process of teaching and learning. The student must reflect and discuss the materials proposed by the teacher.

27622 - Consumer Behaviour

The personal work determines the achievement of learning objectives. This work should focus on the preparation of the written test, reading of supplementary materials, in solving the proposed problems and the development of work.

5.2.Learning tasks

The learning activities that are prepared in the subject can be divided into:

Theoretical classes (50% of the subject). In them the teacher presents the fundamental concepts of the subject. In ADD, students will have summaries of each chapter. Class attendance can extend the summaries of ADD. In addition, students will learn the application of theoretical concepts through examples

Practical classes (50% of the subject). In these classes problems, theoretical and practical issues, articles, news, etc. are working. It aims to encourage participation and discussion among students

5.3.Syllabus

INTRODUCTION TO CUSTOMER BEHAVIOUR

CHAPTER 1. MARKETING AND CUSTOMER BEHAVIOUR

- Introduction
- Marketing basics
- Market, demand and customer behaviour
- Market Segmentation and customer behaviour

CHAPTER 2. THEORIES AND MODELS OF CUSTOMER BEHAVIOR

- Introduction
- Main Explanatory Theories
- Behavioral models
- Consumer Models and Decisions

CHAPTER 3. PURCHASE DECISION PROCESS

- Introduction
- Types of Purchasing Behavior
- Stages Purchase Decision Process
- Purchase New Products
- Industrial Purchase

CHAPTER 4. EXTERNAL FACTORS

- Introduction
- Culture
- Social Class
- Social Groups
- Demographic Factors
- Economic Factors

CHAPTER 5.- INTERNAL FACTORS

- Introduction
- Consumer Perception

27622 - Consumer Behaviour

- Learning
- Attitudes
- Personality and Lifestyles

5.4.Course planning and calendar

5.5.Bibliography and recommended resources