

27622 - Consumer Behaviour

Syllabus Information

Academic Year: 2021/22

Subject: 27622 - Consumer Behaviour

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

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process that has been designed for this subject is based on the following:

The teaching methodology of the theoretical classes is based on the teacher's master class. The main theoretical concepts will be developed in them, using for their better understanding by the student current examples that also allow the participation of the assistants. In this way, it is intended that students are aware and understand the use of consumer knowledge in the design of marketing strategies.

The practical classes are fundamentally participatory, so the student assumes the main role within the teaching-learning process. Thus, from the materials proposed by the teacher, the student must reflect and debate on them, applying the theoretical concepts previously developed.

The personal work developed by the student is what determines the achievement of the established learning objectives. It is necessary that this work is focused on the study and understanding of the theoretical concepts and on the capacity to relate them to the business reality, on the reading of the complementary materials, on the resolution of the proposed problems, on the elaboration of the proposed activities and on the active participation in the classes. It is recommended that the student keeps up to date with the study of the subject.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

4.2. Learning tasks

The program offered to the student to help him/her achieve the expected results includes the following activities...

Theoretical classes: which will correspond to approximately 50% of the teaching load of the subject. They will present the fundamental concepts of the subject, structured in topics. The teacher will make a presentation of the corresponding subject, which the student will have to assimilate and extend through the resources that are recommended. This presentation will be accompanied by examples that help to understand the subject. The teacher will make available to the students, through the moodle, teaching material that helps to follow the theoretical explanations. However, this material is a SCHEME of the most important aspects of the subject, being very recommendable the attendance/connection to class to be able to extend the developed knowledge as well as to understand and to relate this knowledge with the practical examples in which they are applied or, in its defect, to complete it with the recommended bibliography.

Theoretical-practical classes: In these classes we will work on different resources related to the content of the subject, made available to the student through the moodle. These resources can be collections of problems, theoretical-practical issues, articles, current news, etc. Students will also be able to contribute and propose resources they consider interesting as long as they are related to the subject. During these classes, exercises will be solved, articles and news will be reflected upon, cases will be discussed, etc. It is necessary that the students attend/connect to these classes with the material corresponding to each one of them at least read. In this way, it is intended to encourage participation and debate among students.

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

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The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

4.3. Syllabus

The course will address the following topics:

INTRODUCTION TO CUSTOMER BEHAVIOUR

Topic 1. MARKETING AND CUSTOMER BEHAVIOUR

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

Topic 2. THEORIES AND MODELS OF CUSTOMER BEHAVIOR

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

Topic 3. PURCHASE DECISION PROCESS

- Introduction
- Types of Purchasing Behavior

- Stages Purchase Decision Process
- The online buyer
- Purchase New Products

Topic 4. EXTERNAL FACTORS

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

Topic 5. INTERNAL FACTORS

- Introduction
- Consumer Perception
- Learning
- Attitudes
- Personality and Lifestyles

4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)