

61754 - Consumer Behavior

Syllabus Information

Academic Year: 2021/22

Subject: 61754 - Comportamiento del consumidor

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject Type: Optional

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 methodology followed in this course, which combines theory and practice, is oriented towards achievement of the learning objectives. On the one hand, in theory sessions the professor presents the main concepts of the course. Students are expected to participate actively in the class throughout the semester.

On the other hand, the practical dimension of the course consists on the autonomous work of the students, who must analyze and study the discussed issues, complete their study with the presentation and discussion of selected readings and articles as well as the elaboration of a research proposal.

Office hours are available to solve students' doubts and questions.

4.2. Learning tasks

The course includes the following learning tasks:

- Lectures and discussion of contents (15 hours; 100% attendance)
- Academic readings and practical application tasks (20 hours, 50% attendance)
- Presentation and defense of assignments (40 hours, attendance 12.5%)

Note: It is expected that classes will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

4.3. Syllabus

The course will address the following topics:

Topic 1. Consumer behavior in marketing

Topic 2. Consumer behavior models

Topic 3. Factors influencing the decision-making process

Topic 4. The family as a group of decision-making and consumption

Topic 5. Consumerism, marketing and ethics

Topic 6. Empirical applications studying the consumer

4.4. Course planning and calendar

In the virtual platform ADD there will be available the schedule of classes with the dates of the activities to carry out, which are discussed in class. Any modification of the dates will be communicated by the teacher via the ADD.

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61754&year=2021