

Academic Year/course: 2021/22

61755 - The consumer information processing

Syllabus Information

Academic Year: 2021/22

Subject: 61755 - The consumer information processing

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 teaching method chosen for the development of the classes in this course is a combination of lectures with the presentation of summaries of coursework by the student.

4.2. Learning tasks

The program offered to help students achieve the expected results includes the following activities:

- Face-to-face class and content discussion (20 hours)
- Preparation of assignments and personal work of the student (45 hours)
- Presentation and defense of assignments (10h)

These activities are developed throughout the course in order to help the student achieve the learning results. It includes the following learning tasks:

- Lectures: student participation is encourage and expected during the course
- Seminars
- Analysis and discussion of scientific papers related to the course
- Preparation and defense of a work
- Evaluation and critical analysis of peer's project proposals

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. Company-to-consumer communication process

Topic 2. Background and analysis of the concepts of information and quality

Topic 3. Phase of ?information seeking? in the consumer-decision process.

Topic 4. Models of information-processing and development of preferences, perceptions and attitudes

Topic 5. Models of advertising.

Topic 6. The impact of commercial business information in decision-making: main theoretical approaches

Topic 7. Challenges and opportunities in the traditional context, special reference to food and tourism

Topic 8. Challenges and new opportunities in the digital context: Internet as a communication channel for business-to-consumer. Communication Tools 2.0. The Multichannel Consumer

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61755&year=2021