

Academic Year/course: 2021/22

## 61761 - Online consumer characteristics

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 61761 - Particularidades del consumidor on-line

**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 learning process designed for this course is based on the combination of theory sessions, practice session and the active participation of the student.

#### 4.2. Learning tasks

**The program offered tries to help students achieve the expected results, and includes the following activities:**

- Face-to-face class and content discussion (15 hours)
- Presentation and defense of assignments (15 hours)
- Preparation of assignments and personal work of the student (45 hours)

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

- Theory sessions: sessions in which the professor presents the course's contents, encouraging student participation at all times. The students will have supporting material in order to facilitate a fluent monitoring of the sessions. This material will be available to students on the virtual platform ADD and will complement, not replace, the notes taken in class.
- Practice sessions: sessions in which the presentation and discussion of research papers will be made.
- T2 presentation: at the end of the course, a session will be dedicated to the oral presentation of the main results obtained in the T2 activity.
- Tutorials: students could attend to face-to-face tutorials with the professor in charge of the course in the set schedule. Students could also ask their questions via e-mail.

**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:**

1. Introduction to research in social media and online consumer behavior.
2. Online consumer trust and loyalty: definition, relevance, antecedents and consequences.
3. Social networks, virtual communities and consumer behavior.
4. Online recommendations and eWOM.
5. New research opportunities and trends focused on the online consumer.

### **4.4. Course planning and calendar**

The schedule of the sessions will be published on the Faculty of Economy and Business website. Dates for presentations and other practical activities will be announced by the professor in charge of the course through the proper means.

### **4.5. Bibliography and recommended resources**

[http://biblos.unizar.es/br/br\\_citas.php?codigo=61761&year=2021](http://biblos.unizar.es/br/br_citas.php?codigo=61761&year=2021)