

Academic Year/course: 2022/23

61754 - Consumer Behavior

Syllabus Information

Academic Year: 2022/23

Subject: 61754 - Consumer Behavior

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, is based on the combination of two main points that are complementary.

First, in theory sessions the professor presents the main concepts of the course. Students are expected to participate actively in the class throughout the semester. They have to participate in the debates of the concepts and propose answers to the questions posed.

Second, the practical dimension of the course consists on the autonomous work of the students, who have to 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. This individual and personal work allows the student to achieve the learning objectives established in the subject.

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

4.2. Learning tasks

The program of the course help students to achieve the proposed goals and 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.

Lessons will start and end according to the instructions of the official calendar approved by the University of Zaragoza and the Faculty where the subject is offered. Key dates for the subject will be established according to the official academic calendar and the schedules of the corresponding Faculty.

Students will be informed in class and through the ADD about the dates for participation, submission, and presentation of the programmed practical activities and essays. These dates will be fixed after knowing the number of students enrolled in the course.

Official dates for the assessment or exams will be published in the corresponding Faculty in advance of each call.

4.5. Bibliography and recommended resources

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