

Academic Year/course: 2022/23

## 61755 - The consumer information processing

### Syllabus Information

**Academic Year:** 2022/23

**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 encouraged 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

#### 4.4. Course planning and calendar

This is a 3 ECTS (75 hours) course organized as follows:

- 1 session for presentation and organization of the course.
- 8 lectures. The teachers explain the course contents and solves problems. Regular attendance is highly recommended. Students? participation is encouraged.
- 2 sessions for analysis and discussion of scientific papers related to the course.
- 4 sessions for presentation, evaluation and critical analysis of peer's project proposals

Course presentation (1)	2 hours
Lectures (8)	16 hours
Analysis and discussion of scientific papers (2)	4 hours
Presentation and evaluation of peer's project proposals (4)	8 hours
Reading of recommended materials and papers	10 hours
Autonomous work: preparation of presentations	5 hours
Autonomous work: Elaboration of proposals	30 hours
<i>Total:</i>	<i>75 hours</i>

Development of the course: second semester.

Presentation of proposals: May

#### 4.5. Bibliography and recommended resources

[http://biblos.unizar.es/br/br\\_citas.php?codigo=61755&year=2021](http://biblos.unizar.es/br/br_citas.php?codigo=61755&year=2021)