

27622 - Consumer Behaviour

Syllabus Information

Academic year: 2023/24

Subject: 27622 - Consumer Behaviour

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 3

Semester: First semester

Subject type: Compulsory

Module:

1. General information

Its main goal is focused on deepening the knowledge of individuals as consumers, taking into account the main factors that influence them and the different behaviors they carry out. Thus, this knowledge is related to the development of the corresponding marketing strategies.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>). Specifically, the planned activities will contribute primarily to Objective 4. Quality Education (Goal 4.4 and 4.7); and Objective 12: Sustainable production and consumption (Objective 12.8: Ensure that people have the relevant information and knowledge for sustainable development and lifestyles in harmony with nature)

2. Learning results

- Argue the importance of consumer research within the marketing strategy
- Describe the models and theories that help to understand the consumer
- Delineate a frame of reference to analyze and understand consumer decision processes Differentiate the types of purchase and decision processes that a consumer can develop
- Differentiate and interrelate the phases of the consumer decision process
- Define and characterize the main external variables that influence customer behavior
- Define and characterize the main internal variables that influence customer behavior. Familiarize with concepts of a psychological nature

3. Syllabus

Introduction

UNIT 1.- Marketing and customer behavior (CC)

1.1. Introduction

1.2. Marketing basics

1.3. The market from a marketing perspective

1.4- Market segmentation

UNIT 2.- Theories and models of CC

2.1- Introduction

2.2- Main Theories Explaining Customer Behavior:

2.3- Consumer Behavior Models

2.4- Consumption Models and Decisions

UNIT 3.- Purchasing decision process

3.1- Introduction

3.2- Types of Buying Behavior

3.3- Phases of the Purchase Decision Process

3.4- The Online Shopper

3.5- Customer Journey Map

UNIT 4.- External factors determining CC

4.1- Introduction

4.2- Culture

4.3- Social Classes

4.4- Social Groups

UNIT 5.- Internal determinants of CC

5.1- Introduction

5.2- Perception

5.3- Learning

5.4- Attitudes

5.5- Personality and Lifestyles

4. Academic activities

Master classes: 30 hours

Practical classes: 30 hours

Various activities (personal study, evaluation tests, etc.): 90 hours

The activities will be face-to-face except in exceptional circumstances.

Master classes: The fundamental concepts of the subject are presented, which will be accompanied by examples that will help to understand them.

Theoretical and practical classes: Resources related to the content of the course are worked with an eminently practical orientation, applying the concepts analyzed in the theoretical sessions. These resources can be collections of problems, theoretical-practical questions, articles, news items, etc.

5. Assessment system

A global system is used in the two official calls. This system will consist of two parts:

PART I, which will deal with all the contents developed in the theoretical classes of the course, through development questions, and/or multiple choice questions and/or true or false questions. This test represents 70% of the total grade (7 points).

PART II, which will deal with any of the activities carried out in the practical classes (market segmentation, market quantification, alternative evaluation, customer journey map, ...). This test represents 30% of the total grade (3 points).

Assessment criteria:

To pass the subject it is necessary to obtain a grade of at least 5 points out of 10.

In Part I, a minimum score of 3 out of 7 points is required for the grade of to be added to the grade for Part II. Those students who do not reach this minimum will obtain a grade of Failure in the corresponding call.

It will be assessed that the student knows, understands and is able to use, in different contexts, the concepts and tools addressed in the subject; the precision and clarity of the answers; the capacity to integrate and synthesise the knowledge acquired; the precision in the use of terminology; the correct written expression, adequate presentation and spelling correction; as well as the accuracy in the numerical resolution of the proposed problems.