

61754 - Consumer Behavior

Syllabus Information

Academic year: 2024/25

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

From a marketing point of view, there is an interest in knowing how consumers behave in order to develop the most appropriate commercial strategies for each market segment. Specifically, this subject analyses the relevance of consumer behaviour research in marketing, looking at the different models of consumer research from the beginnings of the discipline to the present day.

2. Learning results

Upon completion of the subject, the student will be able to:

- Know the approach to the study of consumer behaviour from a marketing perspective.
- Explain the key issues that influence consumer decision making.
- Analyse the importance of the different purchasing decision groups.
- Know the relevance of ethical aspects when addressing the consumer.
- Analyse and critically relate the main scientific contributions that have been made in the field of consumer behaviour.
- Develop a research project where the consumer is a key player
- Communicate ideas and contributions in both written and oral form.

3. Syllabus

- Consumer behaviour in marketing
- Consumer behaviour models
- Factors influencing the decision-making process
- The family as a decision-making and consumption group
- *Consumerism*, marketing and ethics
- Empirical applications studying the consumer

4. Academic activities

In order to get the most out of the subject, the student should attend and actively participate in all theoretical and practical classes. It is also desirable that students have a basic knowledge of business management and marketing, and it is recommended that they have passed the compulsory subjects of the master in the area of marketing and market research.

The calendar of classes including the activities to be carried out will be available on the ADD Anillo Digital Docente. They will also be discussed in class. Any change in the scheduled dates will be communicated by the responsible teacher through the ADD.

Academic activities of the subject:

- Classroom lecture and discussion of content (15 hours; 100% attendance)
- Academic readings and practical cases (20 hours; attendance 50%)
- Presentation and defines of completed works (40 hours, attendance 12.5%)

5. Assessment system

In the **FIRST CALL**, there are two possible assessment systems:

Continuous assessment: it requires the completion of all the activities of the subject. In order to pass the subject according to this system, the sum of the grades obtained in the two activities must be equal to or higher than 5 points (out of 10).

-Activity 1 (2 points):Active participation of the student in the commentary and debate on the topics covered in the subject, in

the discussion of readings and in the practical cases carried out in class. The minimum grade required for this activity to proceed to the sum of the two activities is 1 point.

-Activity 2 (8 points): Students will be assigned readings focused on the study of consumer behaviour. The student will prepare a visually based oral presentation to be presented in class. The minimum grade required for this activity to proceed to the sum of the two is 4 points.

Students who have not chosen the continuous assessment, have not passed the subject by this system or who want to improve their grade, may choose the global assessment.

Global assessment: final exam on the subject's content on the calls and dates indicated by the competent body.

The maximum grade for the exam will be 10 points and the student must obtain at least 5 points to pass the subject.

In the **SECOND CALL**, the assessment will be carried out only by means of a final written exam of theoretical and practical content. The maximum grade for it is 10 points. This exam will follow the same characteristics as those established for the global system in the first call.

The assessment criteria of the evaluation activities are the following: (1) the appropriateness of the answers to the theoretical and practical content developed during the term according to the syllabus, (2) the ability to analyse and critically relate the aspects studied in the subject, and (3) accuracy in the use of terminology and expository clarity in oral and written communication.

6. Sustainable Development Goals

5 - Gender Equality

10 - Reduction of Inequalities

12 - Responsible Production and Consumption