

61755 - The consumer information processing

Syllabus Information

Academic year: 2023/24

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

The objective of this subject is to deepen the different professional approaches and the theories and methodologies applied to consumer analysis and commercial information processing. To this end, it focuses on the study of the commercial communication process between the company and the consumer; the models of information processing by the consumer, with emphasis on the information search phase prior to decision making; and the models of preference and attitude formation. It also analyses the challenges and new opportunities that arise in this context.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda: Goal 4: Quality Education; Goal 8: Decent Work and Economic Growth; and Goal 9: Industry, Innovation and Infrastructure.

2. Learning results

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

- Identify the main trends in the field of consumer processing of company's commercial information, determining the key aspects of its management.

- Understand the theoretical foundations and the methodology used in the most relevant research works about the company's communication instruments and their impact on consumer preferences, perceptions and behaviours. -Analyse and critically assess the main theories, methodologies and contributions in the field of consumer processing of company's commercial information, highlighting their strengths and weaknesses.

-Make contributions to the development of new proposals or approaches that may represent a breakthrough in the field of consumer processing of company's commercial information.

-Communicate, orally and in writing, their knowledge and ideas about the specialized literature on the impact of the company's commercial communication on individuals.

3. Syllabus

1. Company-consumer commercial communication process
2. Fundamentals and analysis of the concepts of information and quality.
3. Information search phase in the consumer's decision process
4. Models of information processing and the formation of preferences, perceptions and attitudes.
5. Advertising operating models
6. The impact of the company's commercial information on decision making: main theoretical approaches.
7. Challenges and new opportunities in the traditional context: special reference to the case of food and tourism.
8. Challenges and new opportunities in the digital context: internet as a company-consumer communication channel. 9. Communication tools 2.0. 10. The multichannel consumer

4. Academic activities

The program offered to the student to help them achieve the expected results includes the following activities:

- Classroom lecture and discussion of content (20 hours)
- Work preparation and autonomous study (45 hours)
- Presentation and defence of completed works (10 hours)

More specifically, these activities are developed throughout the term as follows:

1. Participative master classes

2. Seminars
3. Analysis and discussion of scientific articles related to the subject.
4. Production and defence of a work.
5. Evaluation and critical analysis of peers' projects

5. Assessment system

The student must demonstrate achievement of the intended learning results through the following assessment activities:

1. The face-to-face sessions are based on the idea of a seminar and their success is conditioned by the contribution made by the students. This implies their active participation in the debates, exposing their points of view and defending their approaches in a coherent manner (20% of the grade).
2. Submission of commentaries on assigned research papers and their presentation in class. The objectives of and reason for the work, theoretical framework, methodology used, results and conclusions, as well as limitations and implications should be analysed (30% of the grade).
3. Production and defence of a work. The work shall include the reason for its production, main objective, as well as potential contribution in its context of analysis. An adequate literature review should be carried out. These works must be presented and defended in class (50% of the grade).

Students who do not opt for continuous assessment, do not pass the subject by this method or who wish to improve their grade are entitled to take the global test which will consist of a written test on the contents of the syllabus and all the readings worked on during the term.