

27622 - Consumer Behaviour

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Course	3
Period	First semester
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The teaching methodology of the lectures is based on the lecture. In these classes the main theoretical concepts will be developed using current examples to improve their understanding.

The practical classes are fundamentally participatory. The student takes the lead role in the process of teaching and learning. The student must reflect and discuss the materials proposed by the teacher.

The personal work determines the achievement of learning objectives. This work should focus on the preparation of the

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written test, reading of supplementary materials, in solving the proposed problems and the development of work.

5.2.Learning activities

The learning activities that are prepared in the subject can be divided into:

Theoretical classes (50% of the subject). In them the teacher presents the fundamental concepts of the subject. In ADD, students will have summaries of each chapter. Class attendance can extend the summaries of ADD. In addition, students will learn the application of theoretical concepts through examples

Practical classes (50% of the subject). In these classes problems, theoretical and practical issues, articles, news, etc. are working. It aims to encourage participation and discussion among students

5.3.Program

INTRODUCTION TO CUSTOMER BEHAVIOUR

CHAPTER 1. MARKETING AND CUSTOMER BEHAVIOUR

- Introduction
- Marketing basics
- Market, demand and customer behaviour
- Market Segmentation and customer behaviour

CHAPTER 2. THEORIES AND MODELS OF CUSTOMER BEHAVIOR

- Introduction
- Main Explanatory Theories
- Behavioral models
- Consumer Models and Decisions

CHAPTER 3. PURCHASE DECISION PROCESS

- Introduction
- Types of Purchasing Behavior
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Stages Purchase Decision Process

- Purchase New Products
- Industrial Purchase

CHAPTER 4. EXTERNAL FACTORS

- Introduction
- Culture
- Social Class
- Social Groups
- Demographic Factors
- Economic Factors

CHAPTER 5.- INTERNAL FACTORS

- Introduction
- Consumer Perception
- Learning
- Attitudes
- Personality and Lifestyles

5.4.Planning and scheduling

5.5.Bibliography and recommended resources