

## 61754 - Consumer Behavior

### Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Course	1
Period	Second semester
Subject Type	Optional
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 process of learning defined for this subject is based, primarily, on two axes, combined and complementary: the first axis focuses on the presentations made by the Professor, whose goal is to convey the fundamental concepts of the subject. These classes must be participatory, promoting the discussion of concepts and proposing solutions to the issues raised.

The second axis concerns the personal and individual work of students, who must analyze and study the issues discussed, completing her studies through the exhibition and discussion of readings and articles selected as well as your research proposal. Personal and individual work that the student develops is what determines the attainment of the

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objectives of learning.

The questions that students may have be rinsed through the tutorials.

### 5.2.Learning activities

The program offered to students to assist in achieving the expected results includes following activities...

- - classroom and discussion of content (15 hours; 100% attendance)
- - realization of academic lectures and practical applications (20 hours, 50% attendance)
- - presentation and defense of work (40 hours, attendance 12.5%)

In paragraph 4 detailed assessment of the subject activities.

### 5.3.Program

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

### 5.4.Planning and scheduling

In the ADD will be available to the student schedule of classes with the dates of the activities to perform, which are discussed in class. Any modification of the dates will be communicated by the teacher in charge through the ADD.

### 5.5.Bibliography and recomended resources