

## 61755 - The consumer information processing

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	555 - Master's in Management, Strategy and Marketing
<b>ECTS</b>	3.0
<b>Course</b>	1
<b>Period</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **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 learning process that is designed for this subject is based on the following:

The teaching method chosen for the development of classes in the subject is a combination of expository lecture by the teacher and the presentation of summaries of work by the student.

#### **5.2.Learning activities**

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- \* Participatory Lectures
- \* Seminars
- \* Analysis and discussion of scientific papers related to the subject
- \* Development and defense of a research proposal
- \* Evaluation and critical analysis of peer projects proposals will be developed.

### 5.3.Program

1. Companies to consumers communication process
2. Background and analysis of the concepts of information and quality
3. Phase of "search for information" in the consumer decision process.
4. Models of information processing and development of preferences, perceptions and attitudes
5. Models of advertising.
6. The impact of commercial business information in decision-making: main theoretical approaches
7. Challenges and opportunities in the traditional context special reference to food and tourism
8. Challenges and new opportunities in the digital context: Internet as a communication channel business to consumer.  
Communication Tools 2.0. The Multichannel Consumer

### 5.4.Planning and scheduling

### 5.5.Bibliography and recommended resources