

## 61761 - Online consumer characteristics

### 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 has been designed for this course is based on the combination of both theoretical and practical in-person classes in which student participation will be promoted.

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

The program offered tries to help students achieve the expected results, and includes the following activities:

- In-person theoretical classes: sessions in which the professor in charge of the course presents the subject content,

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encouraging student participation at all times. The students will have support material in order to facilitate a fluent monitoring of the sessions. This material will be available to students in the ADD and will complement, not replace, the notes taken in class.

- In-person practical classes: sessions in which the presentation and discussion of research papers will be made.
- T2 presentation: at the end of the course, a session will be dedicated to the oral presentation of the main results obtained in the T2 activity.
- Tutorials: students could attend face-to-face tutorials with the professor in charge of the course in the set schedule. Students could also ask their questions through the e-mail.

### 5.3.Program

1. Introduction to research in social media and online consumer behavior.
2. Online consumer trust: definition, relevance, antecedents and consequences.
3. Online consumer loyalty.
4. Social networks, virtual communities and consumer behavior.
5. Online recommendations and eWOM.
6. New research opportunities and trends focused on the online consumer.

### 5.4.Planning and scheduling

The schedule of the in-person classes will be published at the web of the Faculty of Economy and Business. The work presentations and other practical activities will be announced by the professor in charge of the course through the proper means.

### 5.5.Bibliography and recommended resources