

## 61761 - Online consumer characteristics

### Información del Plan Docente

Academic Year	2017/18
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**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

The learning process designed for this course is based on the combination of theory sessions, practice session and the active participation of the student.

#### **5.2.Learning tasks**

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

- Theory sessions: sessions in which the professor presents the course's contents, encouraging student participation at all times. The students will have supporting material in order to facilitate a fluent monitoring of the sessions. This material will be available to students on the virtual platform ADD and will complement, not replace, the notes taken in class.
- Practice sessions: 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 to face-to-face tutorials with the professor in charge of the course in the set schedule. Students could also ask their questions via e-mail.

### **5.3.Syllabus**

The course will address the following topics:

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.Course planning and calendar**

The schedule of the sessions will be published on the Faculty of Economy and Business website. Dates for 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**