

## 61754 - Consumer Behavior

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	61754 - Consumer Behavior
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	555 - Master's in Management, Strategy and Marketing
<b>ECTS</b>	3.0
<b>Year</b>	1
<b>Semester</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.General information**

#### **1.1.Aims of the course**

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

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

### **2.Learning goals**

#### **2.1.Competences**

#### **2.2.Learning goals**

#### **2.3.Importance of learning goals**

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

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

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

#### **4.1.Methodological overview**

The methodology followed in this course, which combines theory and practice, is oriented towards achievement of the learning objectives. On the one hand, in theory sessions the professor presents the main concepts of the course. Students are expected to participate actively in the class throughout the semester.

On the other hand, the practical dimension of the course consists on the autonomous work of the students, who must analyze and study the discussed issues, complete their study with the presentation and discussion of selected readings and articles as well as the elaboration of a research proposal.

Office hours are available to solve students' doubts and questions.

### 4.2.Learning tasks

The course includes the following learning tasks:

- Lectures and discussion of contents (15 hours; 100% attendance)
- Academic readings and practical application tasks (20 hours, 50% attendance)
- Presentation and defense of assignments (40 hours, attendance 12.5%)

In paragraph 4.3 detailed assessment of the subject activities.

### 4.3.Syllabus

The course will address the following topics:

Topic 1. Consumer behavior in marketing

Topic 2. Consumer behavior's models

Topic 3. Factors influencing the decision-making process

Topic 4. The family as a group of decision-making and consumption

Topic 5. Consumerism, marketing and ethics

Topic 6. Empirical applications studying the consumer

### 4.4.Course planning and calendar

In the virtual platform ADD there will be available the schedule of classes with the dates of the activities to carry out, which are discussed in class. Any modification of the dates will be communicated by the teacher via the ADD.

### 4.5.Bibliography and recommended resources