61755 - The consumer information processing

Información del Plan Docente

Academic Year	2018/19
Subject	61755 - The consumer information processing
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.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 teaching method chosen for the development of the classes in this course is a combination of lectures with the presentation of summaries of coursework by the student.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures: student participation is encourage and expected during the course

- Seminars
- Analysis and discussion of scientific papers related to the course
- Preparation and defense of a research proposal
- Evaluation and critical analysis of peer's project proposals

4.3.Syllabus

The course will address the following topics:

Topic 1. Company-to-consumer communication process

Topic 2. Background and analysis of the concepts of information and quality

Topic 3. Phase of "information seking" in the consumer-decision process.

Topic 4. Models of information-processing and development of preferences, perceptions and attitudes

Topic 5. Models of advertising.

Topic 6. The impact of commercial business information in decision-making: main theoretical approaches

Topic 7. Challenges and opportunities in the traditional context, special reference to food and tourism

Topic 8. Challenges and new opportunities in the digital context: Internet as a communication channel for business-to-consumer. Communication Tools 2.0. The Multichannel Consumer

4.4.Course planning and calendar

4.5.Bibliography and recommended resources