

27622 - Consumer Behaviour

Syllabus Information

Academic Year: 2019/20

Subject: 27622 - Consumer Behaviour

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 3

Semester: First semester

Subject Type: Compulsory

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 methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- **Lectures** (50% of the course). In them the teacher presents the fundamental concepts of the course using current examples to improve their understanding. In the ADD, students will have summaries of each topic. Class attendance can complement the summaries available on the ADD. In addition, the students will learn the application of theoretical concepts through examples.
- **Practice sessions** (50% of the course). The student takes the lead role in the process of teaching and learning in these sessions. The student must reflect and discuss the materials proposed by the teacher. In these classes, students work with problems, theoretical and practical issues, articles, news, etc. It aims to encourage participation and discussion among students.

- **Autonomous work.** The personal work determines the achievement of learning objectives. This work should focus on the preparation of the written test, reading of supplementary materials, solving the proposed problems and the development of assignments.

4.3.Syllabus

The course will address the following topics:

INTRODUCTION TO CUSTOMER BEHAVIOUR

Topic 1. MARKETING AND CUSTOMER BEHAVIOUR

- Introduction
- Marketing basics
- Market, demand and customer behaviour
- Market Segmentation and customer behaviour

Topic 2. THEORIES AND MODELS OF CUSTOMER BEHAVIOR

- Introduction
- Main Explanatory Theories
- Behavioral models
- Consumer Models and Decisions

Topic 3. PURCHASE DECISION PROCESS

- Introduction
- Types of Purchasing Behavior
- Stages Purchase Decision Process
- The online buyer
- Purchase New Products
- Industrial Purchase

Topic 4. EXTERNAL FACTORS

- Introduction
- Culture
- Social Class
- Social Groups
- Demographic Factors
- Economic Factors

Topic 5. INTERNAL FACTORS

- Introduction
- Consumer Perception
- Learning
- Attitudes
- Personality and Lifestyles

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources