

**COMILLAS**

UNIVERSIDAD PONTIFICIA

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CIHS

Syllabus
2025 - 2026**TECHNICAL SHEET OF THE SUBJECT**

Data of the subject	
Subject name	Consumer Behavior
Subject code	E000011579
Main program	Official Master's Degree in Business Administration - MBA
Involved programs	Máster Universitario en Administración de Empresas (MBA) [First year]
Credits	3,0 ECTS
Type	Optativa
Department	Departamento de Marketing
Coordinator	Alfonso Fernández del Hoyo
Schedule	As arranged in advance by email
Office hours	As arranged in advance by email
Course overview	Global and comprehensive understanding of the relationship between the consumer and the consumer society. More specifically, the individual purchasing decision process (high and low involvement) is analyzed along with the psychological aspects of consumer behavior (perception, needs, motivation, recall, learning, values and lifestyles) and the sociological aspects of their behavior (affiliation and groups) are dealt with. All these questions are round out with the identification and assessment of the variables of the consumer's social environment that influence the patterns and habits of consumption.

Teacher Information	
Teacher	
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Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
Unlock the Mind of the Modern Consumer
This course offers a dynamic and in-depth exploration of the relationship between individuals and today's consumer society. You'll dive into the decision-making process—whether driven by emotion or logic—and uncover the psychological drivers behind consumer behavior:



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perception, motivation, memory, needs, values, and lifestyles. You'll also examine the social and cultural forces shaping consumer choices, including group influence, social belonging and global trends.

But this isn't just theory. Throughout the course, you'll work hands-on with real companies and apply powerful marketing tools such as the Buyer Persona, Decision-Making Unit (DMU), and Customer Journey Map. These practical activities will help you translate consumer insights into actionable strategies—essential skills for any MBA looking to lead in marketing, strategy, or innovation.

Make smarter decisions by understanding how your customers think, feel, and act.

Competencies - Objectives

Competences

GENERALES

CG01	Analytic and synthesis cognitive capacities applied to business situations and managing and organisation problems.
CG03	Problem-solving and decision-making skills at a strategic, tactic and operational level with regard to a business, considering the interrelationship between the different functional and business areas.
CG04	Application of concepts and theories on business organizations in order to discover new business opportunities and acquire long-term competitive advantages.
CG05	Ethical commitment with a behaviour based in moral principles and those principles of the organisation when facing moral dilemmas and corporate social responsibility issues.
CG06	Time management capacity with the purpose of improving personal and team efficiency within business organizations, its environment and its management.
CG08	Autonomous learning capacity in order to acquire more knowledge on knowledge on cognitive skills and relevant contents applied to professional and business activities.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Environment and VUCA.

Global Trends.

Consumer Behaviour Process.

Factors Influencing Consumer Behaviour.

Segmentation.

End User and Buyer Persona.



Decisión Making Unit.

Customer Journey Map.

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

1. Lectures

2. Individual assignments presentations

3. Case studies

4. Tutorials

5. Exams

CG01, CG03, CG04,
CG05, CG06, CE13, CG08

Permitted use of AI level 4: Extensive use with critical reflection.

Non-Presential Methodology: Activities

1. Preparation of topics. Previous reading

2. Reading of the recommended complementary materials

3. Personal study

4. Individual assignments preparation

5. Preparation of material for complementary activities

CG01, CG03, CG04,
CG05, CG06, CG08

Permitted use of AI level 4: Extensive use with critical reflection.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS

NON-PRESENTIAL HOURS

ECTS CREDITS: 3,0 (0 hours)

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or



without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Attendance and active participation during the sessions.	Attend the different sessions. Actively participation in different activities, questions, etc.	20
Exercises and practical activities and their presentation.	Application theory to practice. Originality and formal presentation. Depth of analysis. Quality of the exercises.	40
Final group work of the subject and its presentation.	Application theory to practice. Originality and formal presentation. Depth of analysis. Quality of the exercises.	40

Ratings

If a student does not pass one of the assessment activities, s/he will re-sit it. If the student fails all of them, then s/he will have to sit the exam and do an individual assignment.

Students on a waiver of attendance must agree on a project task with the teacher to pass the course.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

SOLOMON, M., BAMOSSY, G. & ASKGAARD, S. (2006): Consumer Behaviour: a European Perspective, 3ª Edition, Harlow: Prentice Hall.

PETER, J.P. y OLSON, J.C. (2006) Consumer Behaviour and Marketing Strategy, 7ª ed. MC Graw Hill

HAWKINS, D.I. y MOTHERSBAUGH, D. L. (2013) Consumer Behavior: Building Marketing Strategy, 12th Edition, McGraw-Hill Higher Education

Complementary Bibliography

ARIELY, A. (2010). Predictably Irrational: The Hidden Forces That Shape Our Decisions. Harper.

De MOOIJ, M. (2004). Consumer Behavior and Culture. SAGE



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