

COURSE INFORMATION SHEET

Course Information	
Course Title	Consumer Behavior
Code	
Degree	Business in Spain
Year	
Semester	1 st & 2nd
ECTS Credits	5
Type	Ellective
Department	Marketing
Sub-Field	Marketing and Market research
University	Pontificia Comillas
Hours/week	3,5 hours/week
Teachers	Carlos Ballesteros (coord.) Isabel carrero, Estela Diaz
Descriptor	The consumer behavior decision processes and influences: Consumer as an individual (perception, motivation, attitudes, personality, values and lifestyles). Consumer as a part of a group. Consumer and scenarios of consumption.

Lecturers' Information	
Lecturer	
Name	Carlos Ballesteros García
Department	Marketing
Office	OD-218
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Phone Number	91-542-28-00, ext. 2242
Tutorial hours	2 hours weekly. (or previous appointment per mail)

Lecturer	
Name	Isabel Carrero Bosch
Department	Marketing
Office	OD-411
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Tutorial hours	2 horas semana

Lecturer	
Name	Estela Diaz Carmona
Department	Marketing

Office	
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Phone Number	91-542-28-00,
Tutorial hours	2 horas semana

DETAILED INFORMATION ABOUT THE COURSE

Context of the course
Contribution to the professional profile of the degree
Buyer behavior is a broad field that studies how individuals, families and groups acquire, consume, and dispose of goods, services, ideas and experiences. This course, offered as optative in a Marketing Intensification, analyses those principles of consumer behavior that are useful to business managers, government regulators and nonprofit organizations and everyday people. For marketing managers, knowledge of consumer behavior has important implications for environmental analysis, product positioning, segmentation of the marketplace, and the design of the marketing mix. Consumption themes and meanings are also core aspects of contemporary life as major portions of our lives are spent anticipating, engaging in, and remembering purchase and consumption activities. Therefore is a basic course for those people willing to work in marketing
Prerequisites
None

Skills-Objectives
Generic Skills of the Degree
Instrumental Skills
CGI1 Analytical capacity and ability to synthesize CGI4 Ability to manage information from diverse sources
Interpersonal Skills
CGP11 Critical capability CGP12 Ethical Commitment CGP13 Recognition of, and respect for, diversity and multiculturalism
Systemic Skills
CGS14 Capacity to learn and work independently CGS17 Orientation to action and quality work
Skills specific to the sub-field of knowledge
Learning outcomes (intellectual)
CE83.1 Describe and define the basic decision purchasing process and identify its phases CE83.2 Identify and analyze both external and intern variables that could influence a consumer's decision and describe basically each of them. Among them the individual ones (perception, learning, lifestyle, motivation, self-concept, values) and the group ones (family, culture, opinion

leadership), as well as those referred to the scenario (politics, economy, technology, society, environment)

Learning outcomes (procedure)

CE83.3 Analyze problems related with common purchase behavior

CE83.4 Analyze different life scenarios and lifestyles as determinants of different consumption behavior

THEMATIC UNITS

Contents	
1	Consumer Behaviour & Marketing
1.1	Introduction: Keywords
1.2	Consumer Behaviour as an academic discipline.
1.3	Approaches in its study. Multidisciplinary perspective
1.1	Research techniques to explore and investigate consumption
2	Consumption as a problem resolution
2.1.1	Decision types
2.2	The individual decision process
3	Consumer as an individual
3.1	Perception, Learning and memory
3.2	Needs and desires. Motivation
3.3	Attitudes, Attitude change
3.4	Personality, values and Lifestyles
4	Consumer as a group member
4.1	Groups generalities. Types of power.
4.2	Family and Culture
4.3	Opinion leaders and Social Nets (2.0)
5.	Consumer and society
5.1.	Macroenvironmental variables that influences cb: PESTEL
5.2.	Some facts&figures about consumption. European and global consumer
5.3.	Global trends in the consumer society

TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course

The main teaching approach is based on the encouragement of active participation in class. The primary means of imparting knowledge and understanding is through the lecture but students are strongly encouraged to engage in problem solving and independent reading for which they are given extensive support and guidance on reading materials and their appropriate use. The creation of an emotional relationship between the student and the course is a second objective, with the intention that at the end of the course the student “think in consumption mode”

Class-based teaching methods	Skills
<ul style="list-style-type: none"> • Lectures • Teacher Assisted group work and Class discussions and debates • Complementary and reinforcement activities • Tutorials • Quizzes and Exams 	<ul style="list-style-type: none"> • CE83.1 CE83.2 • CE 83.1, CE 83.2 CE83.3 C383.4 CGI4 CGP11 CGP13 CGS14 CGS17 • CGS14 CGS17 • CE83.1 CE83.2 CGP12
Distance Learning/at home: Actividades	Skills
<ul style="list-style-type: none"> • Previous reading of materials • Complementary readings • Independent study • Individual and group assignments • Preparation for in class discussion and debates 	<ul style="list-style-type: none"> • CE83.1 CE83.2 CGS14 • CE 83.1, CE 83.2 CGS14 • CE83.1 CE83.2 CE83.3 CE83.4 CGI1 CGI4 CGS14 CGS17 CP12 • CE83.1 CE83.2 CE83.3 CE83.4 CGI1 CGI4 CGI7 CGP11 CGP12 CGP13 CGS14 CGS17 • CE83.3 CE83.4 CGI1 CGI4 CGP11 CGP12 CGP13 CGS14 CGS17

In class activities							Distance learning				
w	H per w	Lectures (theory)	Practice	Tutorials	Assesment	Skill	Independent Work	Collaborative Work	Tutorial	Skill	H per w
1	3,5	1	0,5			CE83.1	4		0,5	CE83.1	0--
2	3,5	3,5	--			CE83.2	4		0,5	CE83.2	4
3	3,5	2	1,5			CE83.3	4		0,5	CE83.3	4
4	3,5	2	1,5			C383.4	4	0,5	0,5	CE83.4 CGI1	4
5	3,5	2	1,5			CGI4	4	0,5	0,5	CGI4 CGP11	4,5
6	3,5	2	1,5			CGP11	4	0,5	0,5	CGP12	4
7	3,5	2	1,5			CGP13	4	0,5	0,5	CGP13	4,5
8	3,5	2	1,5			CGS14	4	0,5	0,5	CGS14	4
9	3,5	2	1,5			CGS17	4	0,5	0,5	CGS17	4,5
10	3,5	2	1,5			CGP12	4	0,5	0,5		4
11	3,5	2	1,5				4	0,5	0,5		4,5
12	3,5	2	1,5				4	0,5	0,5		4
13	3,5	2	1,5				4	0,5	0,5		4,5
14	3,5	2	1,5				4	0,5	0,5		4
15	3,5	2	1,5		2		4		0,5		4
T	52,5	30,5	20		2		60	5,5	7		72,5

ASSESSMENTS AND ASSESSMENT CRITERIA

Assessment activities	CRITERIA	Weigh
Final exam	<ul style="list-style-type: none"> To measure understanding of fundamental ideas and knowledge To measure comprehension of main theoretical frameworks To measure ability to use theories and constructs in practical applications and analysis To measure critical thinking 	50%
Individual Work. Student must prepare a portfolio containing learning evidences	<ul style="list-style-type: none"> To apply theory into practice Originality and formal aspects Maturity and depth of analysis 	25%
Group Work: workshop preparation and execution. In pairs, they must prepare a 10 minutes in class activity that shows a specific topic. Must hand on a 5-page essay	<ul style="list-style-type: none"> To apply theory into practice Theoretical background (search and explanation) Originality and creativity of the in class execution Maturity and depth of analysis 	25%

WORK PLAN & CRONOGRAM

Activities	Week
Lecture	Semana 1
Lecture & Class discussions and debates	Semana 2
Lecture & Teacher Assisted group work	Semana 3
Lecture & Teacher Assisted group work	Semana 4
Lecture & Class discussions and debates	Semana 5
Lecture & Teacher Assisted group work	Semana 6
Lecture & Teacher Assisted group work	Semana 7
Lecture & Teacher Assisted group work	Semana 8
L Lecture & Class discussions and debates	Semana 9
Lecture & Teacher Assisted group work	Semana 10
Lecture & Teacher Assisted group work	Semana 11
Lecture & Class discussions and debates	Semana 12
Lecture	Semana 13
Summary of individual assignments Putting in common	Semana 14

Summary of Student working hours

HORAS PRESENCIALES

Theory	Practice	Teacher Assisted group work and Class discussions and debates	Assesment
20,5		30	2
HORAS NO PRESENCIALES			
Autonomous work on theoretical contents	Autonomous work about practical contents	Collaborative working	Independent study
30		25,5	16,5
ECTS: 5			150

BIBLIOGRAPHY AND RESOURCES

Required textbook

- PARSONS, E., MACLARAN, P: (2009) Contemporary Issues in Marketing and Consumer Behaviour, Elsevier.
- GONZALEZ, A., MAQUEDA M. y GONZALEZ M. (2011) La cualidad de la gelatina. Mutaciones, encrucijadas y mitologías de nuestra época
- KOTLER, P., KARTAJAYA, H. y SETIAWAN, I. (2010) Marketing 3,0 LID
- SCHOR, J.B. (2006) Nacidos para comprar
- TORRES J. (2004) Consumo, luego existo. Poder, mercado y publicidad ICARIA

Recommended reading

- BALLESTEROS C. (2017) "Taxonomy for Homo Consumens in a 3.0 Era", en KHOSROW-POUR; M, Encyclopedia of Information Science and Technology, Fourth Edition. IGI-Global
- BAUMGARTNER, H. (2002) Toward a Personology of the Consumer. Journal of consumer research, Vol. 29 September 2002, 286-292
- BELK R.(2013) Estended self in a digital world. Journal of consumer research, Vol. 40 October 2013 477-500,
- HOCH, S y HA, Y. (1986) Consumer Learning: Advertising and the Ambiguity of Product Experience Journal of Consumer Research, Vol. 13, No. 2 (Sep., 1986), pp. 221-233
- Lynch, J., Marmorstein, H and Weigold, M (1988) Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations Journal of Consumer Research, Vol. 15, No. 2 (Sep., 1988), pp. 169-184

Transparencies and additional course materials

Accessible via MOODLE