



FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Consumer Behaviour
Código	E000008502
Cuatrimestre	Semestral
Créditos	6,0 ECTS
Carácter	Business in Spain
Departamento / Área	Departamento de Marketing
Responsable	Alfonso P. Fernández del Hoyo (coordinador)
Horario	Se comunicará al inicio del semestre
Horario de tutorías	2 horas semanales previa cita por email al profesor
Descriptor	El Comportamiento del consumidor y el Marketing. El proceso de decisión de compra. El consumidor como individuo. El consumidor como parte de un grupo. El consumidor en la sociedad

Datos del profesorado	
Profesor	
Nombre	Marta Rosales Perales
Departamento / Área	Departamento de Marketing
Correo electrónico	mrosalesp@comillas.edu

DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
<p>Dentro del itinerario de marketing, esta asignatura aporta conceptos fundamentales relacionados con el proceso de compra y trata de explicar las variables fundamentales que inciden en el comportamiento del consumidor. Se estudia así el comportamiento de las personas como consumidores para resolver problemas básicos de Marketing. Es por lo tanto una asignatura básica para todas aquellas personas que quieran trabajar en Marketing, pues conocer al consumidor y sus pautas de conducta es fundamental para poder satisfacer de manera adecuada sus necesidades. Partiendo de la idea base de que comprar es solucionar problemas, en esta asignatura se analiza tanto el proceso de decisión de compra como todas las variables (individuales, grupales y del entorno) que influyen en dicho proceso. Dado además que el objeto de estudio apela a aspectos cotidianos y corrientes de nuestras vidas, además aporta claves para analizar la sociedad y para reconocernos como consumidores, proporcionando así una interesante base para la reflexión actual.</p>
Prerrequisitos
Haber cursado Fundamentos de Marketing

Competencias - Objetivos



BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

- 1.- El consumidor y el consumo en la sociedad
- 2.- Comportamiento del Consumidor y Marketing
- 3.- El consumo como resolución de problemas
- 4.- El consumidor como individuo
- 5.- El consumidor como parte de un grupo

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

La asignatura se desarrolla de dos maneras distintas: Una primera parte centrada en la adquisición de los conocimientos y las competencias propias y una segunda parte dirigida al establecimiento de una relación emocional entre el alumno y la asignatura, trascendiendo el ámbito puramente cognitivo para intentar que el alumno piense "en consumidor".

La asignatura incluye aproximaciones metodológicas que incluyen aspectos de Aprendizaje basado en Proyectos, Aprendizaje Experiencial, *Flipped Classroom*, Gamificación en el aula etc. y en general se parte de un enfoque intuitivo que va de lo particular a lo general.

La asignatura combina actividades individuales y de trabajo en equipo.

RESUMEN HORAS DE TRABAJO DEL ALUMNO

Horas Presenciales		
Lecciones de carácter expositivo	Trabajos monográficos y de investigación, individuales o colectivos	Simulaciones, juegos de rol, dinámicas de grupo
<u>20</u>	<u>20</u>	<u>20</u>
Horas No Presenciales		
Estudio individual y/o en grupo y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos	Simulaciones, juegos de rol, dinámicas de grupo
<u>10</u>	<u>50</u>	<u>40</u>
CRÉDITOS ECTS: 6 (160 ho)		

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN



Actividades de evaluación	Criterios de evaluación	Peso
<ol style="list-style-type: none">Examen Final: conceptos básicos de la asignatura mediante un examen (40%)Entrega de evidencias de aprendizaje y reflexión sobre las actividades de refuerzo y cumplimiento de la parte teórica de la asignatura (10%)	<ol style="list-style-type: none">Comprensión de conceptosAplicación teoría a la prácticaProfundidad de análisis	50
<p>Trabajo en equipo del alumnado sobre "el consumidor y su entorno" (temas 1, 2 y 3)</p> <p>Desarrollo de un proceso de compra del consumidor para una categoría dada</p>	<ol style="list-style-type: none">Originalidad y presentación formalProfundidad de análisisCapacidad de síntesisCapacidad de relacionar conceptos diversosOrganización del trabajo en grupo	25
<p>Diseño y realización de uno o varios talleres de aplicación práctica de un aspecto concreto de la teoría y entrega de los informes correspondientes sobre la teoría que los soporta</p>	<ol style="list-style-type: none">Comprensión de conceptosUso de fuentes bibliográficas (variedad y calidad)Aplicación teoría a la prácticaProfundidad de análisis y capacidad de síntesisOriginalidad y presentación formalCapacidad de relacionar conceptos diversos	25

Calificaciones

El uso indebido de ChatGPT u otra inteligencia artificial generativa (IAG) será considerado como falta grave según se recoge en el Reglamento General de la Universidad, art. 168.2.e como: "realización de acciones tendentes a falsear o defraudar los sistemas de evaluación del rendimiento académico". Las consecuencias de ello serán "la expulsión temporal de hasta tres meses o la prohibición de examinarse en la siguiente convocatoria a la imposición de la sanción, en una o en varias asignaturas de las que se encuentre matriculado el alumno, [...] aparte de suponer la calificación de suspenso (0) en la respectiva asignatura, [...] [y] la prohibición de examinarse de esa asignatura en la siguiente convocatoria". A este respecto, se considerará indebido (y por tanto, prohibido) el uso de ChatGPT u otra IAG en el marco del proyecto final y ejercicios/casos de la asignatura, en tanto que su uso comprometería seriamente la capacidad de estos sistemas de evaluación de valorar la adquisición por el alumno de las competencias propias de la materia.

PLAN DE TRABAJO Y CRONOGRAMA

Actividades	Fecha de realización	Fecha de entrega
Presentación de la asignatura	Semana 1	



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Magistral Tema 1 Actividad complementaria	Semana 2	
Magistral Tema 2	Semana 3	
Magistral Tema 3	Semana 4	
Trabajo en equipo temas 1-2 y 3	Semana 5	Semana 5
Taller 1 (percepción) Magistral tema 4 (1)	Semana 6	
Trabajo en equipo Magistral tema 4 (1)	Semana 7	Semana 9
Taller 2. Memoria y Motivación Magistral Tema 4 (2)	Semana 8	
Taller 3 Actitudes y cambio de actitudes Magistral Tema 4 (3)	Semana 9	
Taller 4 (yo y valores) Actividad Complementaria	Semana 10	
Taller 5.Familia Magistral Tema 5 (1)	Semana 11	
Taller 6. Cultura Magistral tema 5 (2)	Semana 12	
Taller 7. Influencers Magistral Tema 5 (3)	Semana 13	
Magistral Tema 5 (4) Actividad en clase	Semana 14	



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Magistral Tema 6	Semana 15	
Actividad de cierre de la Asignatura		
Entrega del informe de los talleres	Semana 6	Semana 15

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

SOLOMON, M., (2017) Consumer Behavior: Buying, Having, and Being, 12th Edition Pearson

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

ARELLANO, R., MOLERO, V. y RIVERA J., (2013) Conducta del consumidor. Estrategias y políticas aplicadas al Marketing 3ª Ed. ESIC

Bibliografía Complementaria

PARSONS, E., MACLARAN, P: (2009) Contemporary Issues in Marketing and Consumer Behaviour, Elsevier.

KOTLER, P., KARTAJAYA, H. y SETIAWAN, I. (2010) Marketing 3,0



COURSE INFORMATION SHEET

Course Information	
Course Title	Consumer Behavior
Code	E000008086
Degree	Bachelor in Business Administration
Taught at	<ul style="list-style-type: none">• Bachelor's Degree in Business Administration & Management [ADE]. (4th E-2)• Bachelor's Degree in Business Administration & Management [ADE]. Bilingual pathway in English. (4th E-2 Bil)• Bachelor's Degree in Business Administration & Management [ADE], with International Concentration. (4th E-4)• Business in Spain (Diploma)
Level	Official
Semester	1 st and 2 nd
ECTS Credits	6
Type	Optative
Department	Marketing
Responsible (coord.)	Alfonso P. Fernández del Hoyo
Timetable	To be announced
Tutorial hours	2 hours weekly (or previous appointment per mail)

Lecturers' Information	
Lecturer	
Name	Gloria Morcillo García
Department	Marketing
e-mail	gmorcillo@comillas.edu
Tutorial hours	2 hours weekly (or previous appointment per mail)
Lecturer	
Name	Pedro Palencia Alacid
Department	Marketing
e-mail	ppalencia@comillas.edu
Tutorial hours	2 hours weekly (or previous appointment per mail)
Lecturer	
Name	Marta Rosales Perales
Department	Marketing
e-mail	mrosalesp@comillas.edu
Tutorial hours	2 hours weekly (or previous appointment per mail)
Lecturer	
Name	Ulpiano José Vázquez Martínez
Department	Marketing
e-mail	ujvazquez@comillas.edu
Tutorial hours	2 hours weekly (or previous appointment per mail)



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 consumer behavior principles that are useful to business managers, government regulators, nonprofit organizations, and everyday people. For marketing managers, knowledge of consumer behavior has important implications for environmental analysis, product positioning, marketplace segmentation, and marketing mix design. 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

To have previously taken Introduction to Marketing

Skills-Objectives

Generic Skills of the Degree

GS04	Ability to manage information from diverse sources	
	LO1	The student is able to systematize and synthesize diverse information about consumers and society
	LO2	The student is able to classify sources, identifying those more appropriate to the topic
	LO3	The student is capable to identify the usefulness, value, strictness and goodness of the information acquired
GS11	Critical capability	
	LO1	The student is able to critically ask him/herself about the value of the lessons learned
	LO2	The student is aware off his/her strengths and weaknesses related to the course contents and is capable to do a self-assessment
GS13	Recognition of, and respect for, diversity and multiculturalism	
	LO1	The student works with diverse people from different nationalities and/or cultural roots
	LO2	The student respect beliefs and external signs of the different cultures and is capable to learn from them
GS14	Capacity to learn and work independently	
	LO1	The student faces the given challenges on his/her own, once given the initial basic criterion to solve them
	LO2	The student search and get new resources for his/her learning process



Skills specific to the sub-field of knowledge		
CEOPT01	Describe and define the basic decision-purchasing process and identify its phases	
	LO1	The student knows the different stages of a purchasing process and describes the principal characteristics of each
	LO2	The student is capable to explain complex purchasing processes and can disaggregate their different elements
CEOPT02	Identify and analyze both external and intern variables that could influence a consumer's decision	
	LO1	The student identifies, classifies and describes the variables that could influence a consumer's decision and distinguish between internal, external and environmental ones.

THEMATIC UNITS

Contents
1.- CONSUMER AND SOCIETY
<ol style="list-style-type: none">1. Macro environmental variables that influence the consumer2. Some facts & figures about consumption. European and global consumer3. Global trends in the consumer society
2.- CONSUMER BEHAVIOR (CB) AND MARKETING
<ol style="list-style-type: none">1. Introduction: Key concepts2. Consumer Behavior as an academic discipline.3. Main approaches in the study of CB. A multidisciplinary perspective4. Research techniques to explore and investigate consumption
3.- CONSUMPTION AS A PROBLEM RESOLUTION
<ol style="list-style-type: none">1. Consumption as problem solving2. Decision types3. The individual decision process
4.- CONSUMER AS AN INDIVIDUAL
<ol style="list-style-type: none">1. Perception, Learning and memory2. Needs and desires. Motivation.3. Attitudes, Attitude Change4. Personality, values and Lifestyles
5.- Consumer as a part of a group
<ol style="list-style-type: none">1. Family and Culture2. Influencers and Opinion leaders. Social Nets (2.0)3. Groups generalities. Types of power
6.- The consumer within an environment
<ol style="list-style-type: none">1. Environmental variables that influence consumer behavior: demographic, economic, ecological, technological, political, and legal.



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”.

This course includes some elements of PBL (Project Based Learning), Experiential Learning, Flipped Classroom, and Gamification, and in general, it is followed an intuitive approach (from the case to the common).

The course combines both individual and teamwork.

Class-based teaching methods

- Lectures
- Teacher Assisted group work and Class discussions and debates
- Complementary and reinforcement activities

Skills

GS04, CGS11, GS13, GS14, CEOPT01, CEOPT02

Distance Learning/at home: Activities

- Previous reading of materials
- Complementary readings
- Independent study
- Individual and group assignments
- Preparation for in class discussion and debates

Skills

GS14, CEOPT01, CEOPT02
GS04, CGS11, GS13, GS14, CEOPT01, CEOPT02

SUMMARY OF STUDENT WORKING HOURS

Contact Hours

Lectures	Teacher-assisted individual or teamwork research	Simulations, role-play, team group exercises
20,00	20,00	20,00

Non-Presential Work

Autonomous work on theoretical contents	Research projects (individual and teamwork)	Simulations, role-play, team group exercises
10,00	50,00	40,00

6 ECTS (160 hours)



ASSESSMENTS AND ASSESSMENT CRITERIA

Assessment activities	Criterion	Weight
<ol style="list-style-type: none">Final exam: Basic course concepts through a test (or similar) 40%Individual evidence of learning 10%	<ul style="list-style-type: none">To apply theory into practiceComprehension of main theoretical frameworksSources of information (both quality and amount)Critical thought	50%
Team Work on course contents 1, and 3 (Consumer's scenarios)	<ul style="list-style-type: none">Originality and formal aspectsMaturity and depth of analysisSynthetic skillsCapacity to relate diverse and complex concepts	25%
<ol style="list-style-type: none">Design and development of a workshop on a specific course content through gamificationFinal presentation of the workshop's conclusions on a specific course content and its theoretical background	<ul style="list-style-type: none">Comprehension of main theoretical frameworksTo apply theory into practiceMaturity and depth of analysisSynthetic skillsOriginality, creativity and formal aspectsCapacity to relate diverse and complex concepts	25%

Considerations

Note: The improper use of ChatGPT or other generative artificial intelligence (GAI) will be considered a serious offense as stated in the General Regulations of the University, art. 168.2.e as: "carrying out actions aimed at falsifying or defrauding the evaluation systems of academic performance". The consequences of this will be "temporary expulsion for up to three months or the prohibition to take an exam in the following call to the imposition of the sanction, in one or more subjects in which the student is enrolled, [...] apart from the grade of failure (0) in the respective subject, [...] [and] the prohibition to take an exam in that subject in the following call". In this regard, the use of ChatGPT or other IAG in the framework of the final project and exercises of the subject will be considered improper (and therefore prohibited), insofar as its use would seriously compromise the ability of these evaluation systems to assess the student's acquisition of the competences of the subject



Grading system

Ordinary Call

The final grade will consist of three different parts according to the following distribution. Every student must obtain a minimum of "5" in each of them separately to be able to be graded in the course.

1. 50% of the final grade will correspond to the theoretical knowledge of all the course and will consist in a final exam on the scheduled dates set by the Dean's Office. This exam will be divided into two parts
 - a. A test (or similar) on basic knowledge of the subject (25%)
 - b. A reflection on the theory applied to the workshop assigned to each student. (25%)
This reflection can be submitted in "draft mode" to the teaching staff at any time in the calendar. Teachers will issue an opinion and propose relevant improvements, thus issuing a provisional rating that may be improved the day of the exam.
2. 25% to the realization of a teamwork (3 people). Each team will be assigned a certain character, who lives in a concrete context and you will be asked to:
 - a. Investigate and analyze the environment in which he lives (secondary data)
 - b. Justify a shopping cart for a week, consistent with the character and its surroundings
 - c. Reflect on how the macro trends are reflected in brands purchased
 - d. Subsequently, with the same character, students are asked to develop a process of a complex problem (high involvement) purchase
3. 25% participation in class activities, It includes the preparation and implementation of the assigned workshop

All assignments must be delivered in the intranet of the subject (Moodlerooms), at the scheduled dates, no assignment will be accepted after the deadline or outside that platform (with exceptions arising from the format of the work which in any case will need Teacher's approval)

Resit Examinations

In the case of not getting the minimum grade of "5" in one or several of the above sections, in the ordinary call, the student will need to resit only the section or sections failed in accordance with the following plan:

1. The student should make a critical essay on the book "Born to buy" of Juliet B. Schor (2006) Ed. PAIDOS IBERICA. It is expected a written work in which are reflected:
 - a. Overview: which chapters contain, and what are the contents (approximately 25%).
 - b. The main ideas of the work: ideas or theses that constitute its main contribution (approx. 10%)
 - c. Other useful information (relationship to other works of the author, place occupied in his intellectual evolution) (approx. 15%)
 - d. Criticism. The position of the student in front of the text. Is it an agreement? Which ideas do you agree with most? Which does not? Why? (Approx. 50%)Format: written. up to 5 A4
2. Perform research and analysis according to the topics of the subject for a given consumer type. In this case for seniors (people born before 1940). On the day fixed for the examination is expected that students present an overview of these consumers and how the following variables (Perception, Learning, Motivation, Personality, Attitudes, Self-concept, Lifestyles, Family, Religion, Rites, and myths (received and sent), *influencers*). Students should also come prepared to answer possible questions that teachers may ask about the contents of this work



Exchange Students

Exchange Students (incoming students) who must return to his/her home University before the end of the semester must take out the examination in the last week that they are here. Other sections governed in the same way as for ordinary students.

Students in Exchange (out-going students), in the event that no recognition of this course, shall submit to a theoretical exam (100%). However, and if they wish so, they may perform practical work, in a tutorial, which will take place at assigned slots, and with a weight in the final qualification (always less than 50%)

WORK PLAN AND SCHEDULE

Activities	Date	Deadline
Course presentation	Week 1	
Lecture 1 Video forum "Czech's Dream"	Week 2	
Lecture 2	Week 3	
Lecture 3	Week 4	
Team work 1-2 y3	Week 5	Week 5
Workshop 1 Lecture 4(1)	Week 6	
Video forum " Food Design" Lecture (2)	Week 7	
Workshop 2. Lecture 4 (2)	Week 8	
Workshop 3 A Lecture 4 (3)	Week 9	
Video Forum "The Joneses" Activity in class	Week 10	
Workshop 5. fAMILIA Lecture 5 (1)	Week 11	
Workshop 6. 5 Lecture 5 (2)	Week 12	
Workshop 7. Lecture 5 (3)	Week 13	
Lecture 5 (4) In class activity	Week 14	
Lecture T6 Final Activity	Week 15	
Draft assignment for workshops	Week 6	Week 6-15



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BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

- SOLOMON, M., (2017) Consumer Behavior: Buying, Having, and Being, 12th Edition Pearson
- HAWKINS, D.I. y MOTHERSBAUGH, D. L. (2013) Consumer Behavior: Building Marketing Strategy, 12th Edition, McGraw-Hill Higher Education

Recommended Readings

- PARSONS, E., MACLARAN, P: (2009) Contemporary Issues in Marketing and Consumer Behaviour, Elsevier.
- KOTLER, P., KARTAJAYA, H. y SETIAWAN, I. (2010) Marketing 3,0
- SCHOR, J.B. (2006) Born to Buy