



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Inteligencia de consumidor
Subject code	E000013592
Involved programs	Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Fifth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Marketing
Coordinator	Luis Muñoz Bahamonde
Schedule	4 horas/semana
Office hours	requested by e-mail
Course overview	In an increasingly complex, global and digitalized environment, with a significant number of sectors in the maturity phase, companies need to be able to convert all contact opportunities with consumers/customers and the enormous amount of data and information derived from them into useful knowledge for the implementation of commercial strategies that respond, even in a personalized way, to your needs and translate into your loyalty. From the understanding of today's consumer insights and decision-making processes, the subject focuses on the concept of CRM and delves into some of its main applications, such as customer value forecasting (CVF), making a special emphasis on the development of analytical skills and the use of the most appropriate tools in the current digital context.

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
<p>Consumer Intelligence is a crucial discipline that combines consumer behavior analysis with advanced research and technology techniques to obtain deep, actionable insights into consumer preferences and decisions. This course aims to provide students with the skills and knowledge necessary to:</p> <ul style="list-style-type: none">• Understand the importance of the consumer for the company and the importance of its analysis.• Understand and apply the principles of behavioral economics in the analysis of consumer behavior.



- Use different techniques to evaluate with scientific rigor the impact on the consumer of different marketing strategies (QCA, advanced experimental designs...)
- Develop and interpret customer relationship management (CRM) models using artificial intelligence and generative models.
- Apply ethical principles and regulatory standards in the practice of marketing and consumer research.
- Integrate multiple data sources and methodologies to obtain a holistic view of the consumer and their decision-making process.

Prerequisites

Marketing Fundamentals, Big Data Fundamentals, Introduction to Programming, Machine Learning, and Analytical Marketing

Competencies - Objectives

Competences

Generic competencies of the degree

CG 2. Ability to analyze massive data from various sources: text, audio, numerical and image.

CG 3. Problem solving and decision making in an environment of massive data, both quantitative and qualitative.

CG 9. Ethical commitment in the information society.

CG 11. Ability to learn and work autonomously in the information society.

Competencies specific to the subfield of knowledge

CEO 38. Achieve a deep understanding of the consumer and their decision-making processes from the systematization and exploitation of the available information and using the most appropriate to

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Topic 1: Fundamentals of Consumer Decision Making

1. Consumer-centric and data-centric companies
2. Behavioral Economics
3. Cognitive biases and heuristics in purchasing decisions
4. Emotional influence on consumer behavior

Topic 2: Advanced Experimental Studies

1. Analysis of consumer decision making
2. Measurement of emotions: Neuromarketing
3. Complex experiment designs
4. Pricing strategies



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Topic 3: Customer Relationship Management

1. Definition and evolution of CRM
2. From CRM to CXM: evolution towards a holistic vision of the customer
3. CRM and Customer Data Platforms (CDPs)
4. Implementation of a CRM

Topic 4: Artificial Intelligence and Data Visualization

1. Deep learning models for consumer behavior prediction
2. Computer vision in in-store and online behavior analysis
3. Visualization of results through Dashboards – Power BI
4. Personalization thanks to AI

Topic 5: Ethics and privacy in the era of hyperpersonalization

1. Current regulations on data protection and consumer privacy
2. Ethical challenges in neuromarketing and advanced research techniques
3. Future trends in Consumer Intelligence
4. Ethics and biases in AI algorithms in marketing

TEACHING METHODOLOGY

General methodological aspects of the subject

The objective of the work methodology is mainly for the student to face real situations of companies related to consumer analysis.

To do this, each of the analytical techniques to be worked on will be presented; For each of them, a specific number of technical operations will be identified for which a domain is contemplated; and will be associated with key prediction activities in marketing (for example: use of simulations, creation of scenarios in Excel; programming in Python for model development). The mastery of some operations will be controlled individually through case discussions, while others will be evaluated with group deliveries in a professional format.

In-class Methodology: Activities

Clases magistrales

Resoluciones de casos individualmente y en grupos

Talleres con tutorías y realización de pruebas

Exposición oral del trabajo colectivo



Non-Presential Methodology: Activities

Estudio y repaso personal

Lecturas personales de casos, preparación de materiales para las clases, preparación de talleres, prácticas individuales y grupales, finalización de entregas en formato profesional

SUMMARY STUDENT WORKING HOURS

INCLASS		
Lectures	Workshops	Presentations
23	33	10
OUT OF CLASS		
Individual study	Individual workshops	
40	44	
ECTS 6:		150

EVALUATION AND CRITERIA

	CRITERIA	WEIGHT
Final exam	Concept acquisition	50%
Midterm text	Application of theory to practice	
	Application of theory to practice	
In group workshops	Troubleshooting	30%
	Generation of innovative solutions	
	Format and presentation of results	
	Quality of contributions to class	



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Individual workshops

discussions

20%

Preparation of cases and individual works

Ratings

* Loss of the right to the final exam

Students may lose the right to take the final exam if they do not attend at least 75% of the in-person classes.

To pass the subject, students must separately pass both the practical and theoretical parts with at least a 5 in each.

Note on the use of Generative Artificial Intelligence The improper use of ChatGPT or other generative AI in tasks where it is not permitted will be considered a serious offense, according to the General Regulations of the University, article 168.2.e: "carry out actions aimed at falsifying or defrauding the academic performance evaluation systems" . The consequences will be "temporary expulsion of up to three months or the prohibition of taking the exam in the next session following the imposition of the sanction, in one or more subjects in which the student is enrolled, [...] In addition to giving rise to a grade of failure (0) in the respective subject, [...] [and] the prohibition of taking the exam in that subject in the next call".

Note on the evaluation of the extraordinary call: The approved part will be kept for the extraordinary call; Only the suspended part will be repeated in the extraordinary session. If the student has failed all the parts, in the extraordinary call the evaluation and qualification of the subject will be distributed as follows:

50% practical part: Individual Research Project

50% theoretical part: knowledge exam Note on repeat and exchange students

These students will be exempt from attendance, and their final grade will be the grade of the theoretical exam of the corresponding call. However, it is suggested that these students contact their teacher to ensure that they are keeping up with the course properly.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Books

Kahneman, D. (2011). Thinking, Fast and Slow. Farrar, Straus and Giroux

Eric Siegel (2013). Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die

Articles

Customer Experience Creation: Determinants, Dynamics and Management Strategies" por Peter C. Verhoef et al.

"Big Data Consumer Analytics and the Transformation of Marketing" por Martin Wedel y P.K. Kannan

Web pages

TED Talk: "The Paradox of Choice" por Barry Schwartz

Complementary Bibliography



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Zurawicki, L. (2010). Neuromarketing: Exploring the Brain of the Consumer. Springer
Pradeep, A.K. (2010). The Buying Brain: Secrets for Selling to the Subconscious Mind.