

COURSE INFORMATION SHEET

Course Information	
Course Title	Consumer Behavior
Code	
Degree	Business Administration
Year	4th
Semester	1st 2nd
ECTS Credits	5
Type	Optative
Department	Marketing
Sub-Field	Marketing and Market research
University	Pontificia Comillas
Hours/week	3,5 hours/week
Teachers	Carlos Ballesteros (coord.), Isabel Carrero, Irene Vilá
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
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Tutorial hours	2 hours weekly. Tuesday 10:00-12:00 (or previous appointment per mail)

Lecturers' Information	
Lecturer	
Name	Isabel Carrero Bosch
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Tutorial hours	2 hours weekly. (or previous appointment per mail)

Lecturers' Information	
Lecturer	
Name	Irene Vilá
Department	Marketing

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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
<p>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</p>
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 CGS18 Initiative and entrepreneurial spirit
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. Approaches in its study. Multidisciplinary perspective
1.3	Research techniques to explore and investigate consumption
1.4	Some facts&figures about consumption
1.5	Global trends in the consumer society
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)

TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course	
<p>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”</p>	
Class-based teaching methods	Skills
<p>1. Lectures The purpose of lectures is to introduce students to the main areas of the course and to provide the grounding for further study. Use will be made of this traditional teaching method as a way of presenting the greatest amount of information to a large number of students in a relatively</p>	<p>1. CE83.1 CE83.2 2. CE 83.1, CE 83.2 CE83.3 C383.4 CGI7 CGI4 CGP11 CGP13 CGS14 CGS17 CGS18 3. CGS14 CGS17 5. CE83.1 CE83.2 CGP12</p>

<p>efficient manner. However, it is expected that students will interrupt, make comments and ask questions throughout the lecture thus transforming it into an active learning process</p> <p>2. Teacher Assisted group work and Class discussions and debates Student-centered, active learning strategy in order to develop student skills and knowledge. It involves the presentation of an area of study to a small group of students. Usually done before the lecture session of the topic related. Discussions constitute a primary teaching method in order to stimulate critical thinking. Students have an opportunity to make significant contributions to the learning of others and develop their own analytical skills and articulate their ideas and opinions clearly. Discussion class where students study a subject in depth and exchange ideas. Often led by the students</p> <p>3. Complementary and reinforcement activities Audiovisual (forums, documentaries) readings, keynote speeches and other amenities used to reinforce certain parts, summarize contents and as transition between different parts of the course.</p> <p>4. Tutorials An exploration of progress in the course with the lecturer, either one-to-one or in a small group. Resolution of learning problems and difficulties</p> <p>5. Quizzes and Exams Individual assessment and check of the learning outcomes (mainly intellectual)</p>	
Metodología No presencial: Actividades	COMPETENCIAS
<p>1. Independent study Students are expected to undertake independent study which will concentrate on reading the textbook and researching in the library to carry out in-depth investigations of areas of interest. There is only a limited amount of information that can be covered in class time, so students will be expected to study independently on a regular basis.</p> <p>2. Preparation for in class discussion and debates Students should search for information in order to solve the problem given and present the case to their classmates</p>	<p>1. CE83.1 CE83.2 CE83.3 CE83.4 CGS14 CGS17 CGI1 CGI4 CGS18 CP12</p> <p>2. CE83.1 CE83.2 CE83.3 CE83.4 CGI1 CGI4 CGI7 CGP11 CGP12 CGP13 CGS14 CGS17 CGS18</p>

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 	50%

	<ul style="list-style-type: none"> To measure ability to use theories and constructs in practical applications and analysis To measure critical thinking 	
Individual Work. Student must prepare three brief essays of no more than 5 pages each (on a film saw, on a book read and about an own experience as a consumer)	<ul style="list-style-type: none"> To apply theory into practice Originality and formal aspects Maturity and depth of analysis 	25%
Individual Work: workshop preparation and execution. Each student must prepare a 10 minutes in class activity that shows a specific topic. He/She 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%

RESUMEN HORAS DE TRABAJO DEL ALUMNO			
HORAS PRESENCIALES			
Clases teóricas	Clases prácticas	Actividades académicamente dirigidas	Evaluación
30,5		20	2
HORAS NO PRESENCIALES			
Trabajo autónomo sobre contenidos teóricos	Trabajo autónomo sobre contenidos prácticos	Realización de trabajos colaborativos	Estudio
50		5,5	16,5
CRÉDITOS ECTS: 5			150

BIBLIOGRAPHY AND RESOURCES

Required textbook
<ul style="list-style-type: none"> SOLOMON, M., BAMOSSY, G. & ASKGAARD, S. (2014): <i>Consumer Behaviour. buying uying, Having, and Being</i> 11th ed. Pearson HAWKINS, D.I. y MOTHERSBAUGH, D. L. (2013) <i>Consumer Behavior: Building Marketing Strategy</i>, 12th Edition, McGraw-Hill Higher Education
Recommmended reading
<ul style="list-style-type: none"> PARSONS, E., MACLARAN, P: (2009) <i>Contemporary Issues in Marketing and Consumer Behaviour</i>, Elsevier. KOTLER, P., KARTAJAYA, H. y SETIAWAN, I. (2010) <i>Marketing</i> 3,0 SCHOR, J.B. (2006) <i>Born to Buy</i>
Transparencies and additional course materials

Accessible via MOODLE