



FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Consumer Behaviour
Código	E000008502
Nivel	Intercambio
Cuatrimestre	Semestral
Créditos	6,0 ECTS
Carácter	Business in Spain
Departamento / Área	Departamento de Marketing

Datos del profesorado	
Profesor	
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
<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>

Competencias - Objetivos



BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

- 1.- Consumer and consumption in Society
- 2.- Consumer Behavior & Marketing
- 3.- Consumption as a problem resolution
- 4.- Consumer as an individual
- 5.- Consumer as a part of a group

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

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, Gamification an in general it is followed an intuitive approach (from the case to the common)

The course combines both individual and team work

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

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 politicas aplicadas al Marketing 3ª Ed. ESIC

Bibliografía Complementaria

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



COMILLAS

UNIVERSIDAD PONTIFICIA

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CIHS

**GUÍA DOCENTE
2020 - 2021**

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