

Consumer Behaviour

Academic Year: (2019 / 2020)

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Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills

*CG1: Solid theoretical knowledge of Marketing and Market Research.

*CG13: Tolerance and respect for diversity (gender, ethnic groups, culture).

Specific skills:

*CE2: To comprehend the basic principles that guide consumer behavior, and its relationship with psychology, sociology and economics.

Learning objectives

¿ To understand the drivers of costumers decisions, their rules and biases.

¿ To incorporate consumer insights in marketing strategic and operational planning.

DESCRIPTION OF CONTENTS: PROGRAMME

The nature of consumer behavior. Cognitive Psychology.

External and internal factor that influences on consumer behavior.

Needs and motivations of consumers.

Models of consumer behavior, and purchase decision process

Introduction to behavioral economics.

Applications of consumer behavior analysis to marketing planning.

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

Your final grade will be assigned based on:

Participation in-class, discussion, assignments, quizzes and cases studies: 60%

Final exam: 40%.

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject.

% end-of-term-examination/test:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

If the resit is taken, the above grade criteria also apply.

BASIC BIBLIOGRAPHY

- Leon Schiffman, Leslie Kanuk Consumer Behavior, , Pearson, 2010