

Academic Year: ( 2019 / 2020 )

Review date: 11-04-2019

Department assigned to the subject: Business Administration Department

Coordinating teacher: RIVERA CAMINO, JAIME EDUARDO

Type: Electives ECTS Credits : 6.0

Year : Semester :

**DESCRIPTION OF CONTENTS: PROGRAMME**

2. Communication and Perception
3. Motivation & The Self
4. Learning & Attitude formation
5. Influence
6. Culture and cross-cultural aspects of the digital world
7. Decision making process
8. Consumer in Social Media Marketing
9. Platforms and Content in Social Media Marketing, electronic Word of Mouth
10. (eWOM)
11. Consumer Behavior research in Digital era

**% end-of-term-examination:** 60

**% of continuous assessment (assignments, laboratory, practicals...):** 40