

Academic Year: ( 2021 / 2022 )

Review date: 30-05-2021

Department assigned to the subject:

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****COMPETENCES**

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 OUTCOMES**

The student distinguishes between all the concepts related to market behavior that are used in marketing management (strategic and operational marketing).

The student identifies individual needs and motivations for purchasing various products and services.

The student analyzes the purchasing processes and identifies strategies for their application in a business environment.

The student applies the knowledge about the internal and external psychological variables of the consumer in the different commercial actions of the firms.

**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****TRAINING ACTIVITIES OF THE SUBJECT**

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours / % face-to-face

AF3 126 126 100

AF6 174 0 0

AF7 150 0 0

TOTAL SUBJECT 450 126

**TEACHING METHODOLOGIES**

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

#### ASSESSMENT SYSTEM

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

<b>% end-of-term-examination:</b>	40
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<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60
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#### BASIC BIBLIOGRAPHY

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