

Academic Year: (2023 / 2024)

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Department assigned to the subject: Business Administration Department

Coordinating teacher: LEE , HYUN JUNG

Type: Electives ECTS Credits : 6.0

Year : Semester :

OBJECTIVES

Knowledge

- . Learn concepts related to market behaviors that are used in business management in digital context.
- . Know and identify the internal & external needs and motivations of individual purchases of products and services.
- . Understand the usefulness of internal psychological and external variables in the different commercial firms

Skills

- . Develop the ability to work independently and cooperatively, with special emphasis on analysis and practical application of the behavioral variables studied.
- . Ability to develop diagnoses and recommendations of the commercial activities of firms in digital context.

Attitudes

- . Acting with a responsible and ethical behavior to the actions of firms in digital context.
- . Act with creativity and positive motivation to the actions of firms to remain competitive in their markets.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to digital consumer behavior
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 (eWOM)
10. Consumer Behavior research in Digital era

LEARNING ACTIVITIES AND METHODOLOGY

AF1. THEORETICAL-PRACTICAL CLASSES. In these classes the knowledge to be acquired by the students will be presented. They will receive the class notes and will have basic reference texts to facilitate the follow-up of the classes and the development of the subsequent work. Exercises and practical problems will be solved by the students and workshops and evaluation tests will be carried out in order to acquire the necessary skills.

AF2. TUTORIALS. Individualized assistance (individual tutorials) or in group (collective tutorials) to the students by the professor.

AF3. INDIVIDUAL OR GROUP WORK OF THE STUDENT.

MD1. THEORY CLASS. Class lectures by the professor with computer and audiovisual media support, in which the main concepts of the subject are developed and the materials and bibliography are provided to complement the students' learning.

MD2. PRACTICES. Resolution of practical cases, problems, etc. posed by the teacher individually or in groups.
MD3. TUTORIALS. Individualized assistance (individual tutorials) or group (group tutorials) to students by the professor. For subjects of 6 credits, 4 hours will be dedicated with 100% attendance.

ASSESSMENT SYSTEM

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

The evaluation system is divided into two types: (a) continuous and (b) final. These conditions are for all exam periods, that is, both for the Ordinary and Extra ordinary call.

In order to be able to add the mark corresponding to the continuous assessment (a) a minimum grade of 50% will be required in the final exam (b). That is, you need to have an approved 50% of the correction criteria used for the final exam.

The continuous assessment (a) is based on the solution of the cases in class and the written delivery of the group cases, as well as different group practices related to the theory (30% of the grade) and the written presentation of a project (30% of the grade).

The final evaluation consists of an exam (which will account for 40% of the final grade)

Both evaluation systems will aim to verify the extent to which the competences of knowledge and adaptation to new situations have been acquired by the student.

The business management functions involve, in addition to individual knowledge and skills, coordination with other areas. For this reason, the course requires students to develop the ability to work both autonomously and in a group. Therefore, the students will be valued for their individual effort as well as their contribution to the group's result.

In summary:

(a) Continuous evaluation:		
Group cases and weekly continuous assessment practices		30%
Final project:	30%	
(b) Final evaluation		
Final exam:	40%	

Extraordinary call:

Students who do not pass the subject in the ordinary call will have an extraordinary call to pass:

1. If the student followed the continuous evaluation: the qualification will be the one established in the subject program for the ordinary call. However, you will have the right to be qualified only with the grade obtained in the final exam if this is more favourable.
2. If the student did not follow the continuous evaluation: the grade will be the one obtained in the final exam. However, the teacher may authorize the delivery of the continuous assessment exercises in the extraordinary call, evaluating in such a case in the same way as in the ordinary call.

BASIC BIBLIOGRAPHY

- Cesar Amador Díaz Pelayo, Edgardo Flavio López Martínez, Roberto González Monroy, Claudia Leticia Preciado Ortiz Mercadotecnia digital y publicidad on line, Editorial Universitaria | Libros UDG, 2014

- Dr. VVLN Sastry Consumer Behavior in Digital Age, Idea Publishing, 2019