

Academic Year: ( 2023 / 2024 )

Review date: 22-03-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: RIVERA CAMINO, JAIME EDUARDO

Type: Electives ECTS Credits : 6.0

Year : Semester :

## OBJECTIVES

- Understand and identify individual needs and motivations of purchases of different products and services.
  - Analyze the processes of institutional buying and identify its application in trade negotiation strategies.
  - Understand the usefulness of internal and external in different commercial activities of firms psychological variables.
- Abilities:
- The ability to work independently and cooperatively be developed, giving priority to the analysis and practical application of behavioral variables studied.
  - Ability to develop diagnostics and recommendations of the commercial activities of firms.
- Attitudes:
- Act with responsible and ethical conduct actions against firms.
  - Acting with creativity and positive motivation to the actions of firms to remain competitive in their markets.

## DESCRIPTION OF CONTENTS: PROGRAMME

The program is divided into six parts:

1. The nature of consumer behavior
2. External influences consumer
3. Analysis of the structures consumer
4. Models of consumer behavior
5. Marco-legislative and institutional defense of consumer rights in Spain
6. Implementation of consumer behavior marketing strategies

## LEARNING ACTIVITIES AND METHODOLOGY

The skills of knowledge and attitudes to be acquired by students through lectures, by individual resolution of small cases that will be developed in class. In addition, videos will be used to illustrate the practical application of theory and solving cases that require group work. The skills will be worked through individual and group work by students.

The course will have the following development:

Students will receive three types of teaching material during the course:

- 1) Material theory using the teacher in the lecture,
- 2) Cases to be performed, and
- 3) Information videos to view and discuss. Small cases and cases that require group work are linked to all parties that comprise the agenda as described in the detailed program. Homework should be given to the teacher via email before the day fixed for correction in the schedule. 6 ECTS credits correspond approximately 3 contact credits, 2 credits of group work for solving tasks, and 1 credit personal work for the resolution of small cases. The aim of the lectures is that students learn the theory necessary to interpret the purchase by the components of the markets. Understanding and practical application of the concepts are reinforced cases.

## ASSESSMENT SYSTEM

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%

**% end-of-term-examination:** 40

**% of continuous assessment (assignments, laboratory, practicals...):** 60

#### BASIC BIBLIOGRAPHY

- Isabelle Szmigin, Maria Piacentini Consumer Behaviour, Oxford University Press, 2018

#### ADDITIONAL BIBLIOGRAPHY

- Geoffrey Paul Lantos Consumer Behavior in Action: Real-life Applications for Marketing Managers, Routledge, 2015

- Gordon R. Foxall Theory of the Marketing Firm: Responding to the Imperatives of Consumer-Oriented, Cham, Switzerland: Palgrave Macmillan, 2021