

Name of the subject : Consumer Behaviour	Four-month period: 1 <sup>o</sup>
Degree: Management	Course: 3 <sup>o</sup>

**Timing**

Week	Session	Session description	Group		Pupil's work during the week		
			Big	Small	Description	Hours of attendance	Working hours. MAX. 7 H.
1	1	Subject presentation	x		working groups	1,5	2
1	2	Chapter 1 (Consumer Behaviour Nature )	X		Reading chapter 1	1,5	
2	3	Chapter 1 (Consumer Behaviour Nature)	X		Reading and study chapter 1 and resolve the case 1	1,5	4
2	4	Chapter 1 (Consumer Behaviour Nature)	x		Reading and study chapter 1 and resolve the case 1	1,5	
3	5	Chapter 1 resolution case	x		Date Delivery case 1	1,5	4
3	6	Chapter 2 (External influences of Consumer Behaviour )	x		Reading chapter 2	1,5	
4	7	Chapter 2 (External influences of Consumer Behaviour )	x		Reading and study chapter 2 and resolve the case 2	1,5	6
4	8	Chapter 2 (External influences of Consumer Behaviour )	x		Reading and study chapter 2 and resolve the case 2	1,5	
5	9	Chapter 2 (External influences of Consumer Behaviour )	x		Reading and study chapter 2 and resolve the case 2	1,5	6
5	10	Chapter 2 (External influences of Consumer Behaviour )	x		Reading and study chapter 2 and resolve the case 2	1,5	
6	11	Chapter 2 resolution case	x		Date Delivery case 2	1,5	6
6	12	Chapter 3 (Internal influences of Consumer Behaviour)	x		Reading chapter 3	1,5	
7	13	Chapter 3 (Internal influences of Consumer Behaviour)	x		Reading and study chapter 3 and resolve the case 3	1,5	6
7	14	Chapter 3 (Internal influences of Consumer Behaviour)	x		Reading and study chapter 3 and resolve the case 3	1,5	
8	15	Chapter 3 (Internal influences of Consumer Behaviour)	x		Reading and study chapter 3 and resolve the case 3	1,5	6
8	16	Chapter 3 (Internal influences of Consumer Behaviour)	x		Reading and study chapter 3 and resolve the case 3	1,5	
9	17	Chapter 3 resolution case	x		Date Delivery case 3	1,5	5
9	18	Chapter 4 ( Consumer Behaviour Models )	x		Reading chapter 4	1,5	
10	19	Chapter 4 ( Consumer Behaviour Models )	x		Reading and study chapter 4 and resolve the case 4	1,5	5
10	20	Chapter 4 resolution case	x		Date Delivery case 4	1,5	
11	21	Chapter 5 (legislative area)	x		Reading chapter 5	1,5	5
11	22	Chapter 5 (legislative area)	x		Reading and study chapter 5 and resolve the case 5	1,5	
12	23	Chapter 5 resolution case	x		Date Delivery case 5	1,5	5
12	24	Chapter 6 ( marketing strategies application)	x		Reading chapter 6	1,5	
13	25	Chapter 6 ( marketing strategies application)	x		Reading and study chapter 56and resolve the case 6	1,5	5
13	26	Chapter 6 ( marketing strategies application)	x		Reading and study chapter 56and resolve the case 6	1,5	

14	27	Chapter 6 ( marketing strategies application)	x		Reading and study chapter 56and resolve the case 6	1,5	5
14	28	Chapter 6 resolution case	x		Date Delivery case 6	1,5	
Subtotal						36 + 70=106	
15		Tutorials, .....				7	
16-18		Evaluation				7	30
Total							150

