



**COURSE NAME: Advanced Consumer Behavior**

**POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION**

**Prof. Vladimir Melnyk**

**ECTS.**

**3**

**TERM: 1º**

**COURSE TIMETABLE  
WEEKLY PLANNING**

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	Introduction to Consumer Behavior	X			Lectures and student's work	1.5	2
	2	Consumer Perception	X			Lectures and student's work	1.5	2
2	3	The Self & Personality	X			Lectures and student's work	1.5	3
	4	Motivation	X			Lectures and student's work	1.5	2
3	5	Attitude Formation and Learning	X			Lectures and student's work	1.5	2
	6	Learning	X			Lectures and student's work	1.5	3
4	7	Social and Group Influences	X			Lectures and student's work	1.5	3
	8	Six Weapons of Social Influence	X			Lectures and student's work	1.5	3
	9	Cultural influence	X			Student's work	1.5	3
5	10	Individual Decision Making	X			Lectures and student's work	1.5	3
	11	Context effects	X			Lectures and student's work	1.5	3
6	12	Case studies presentations	X			Lectures and student's work	1.5	3
	13	Case studies presentations	x			Lectures and student's work	1.5	3
	14	Case studies presentations	x			Lectures and student's work	1.5	3
<b>Subtotal 1</b>							<b>21</b>	<b>32</b>
<b>Total 1 (Attendance hours and student's work hours between weeks 1 to 6)</b>								<b>53</b>
7-8	Submission of assignments							7
	Tutorial time. Meeting with students.							2
	Final exam preparation							13
<b>Total 2 ( Student's work hours between weeks 7 to 8)</b>								<b>22</b>
<b>TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)</b>								<b>75</b>