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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

COURSE GUIDE

CONSUMER BEHAVIOUR

[2019-20]

Prof. Mage Marmol

GENERAL INFORMATION

Course title:	Consumer Behaviour
Code:	801919
Course:	2nd.
Degree:	Degree in Marketing and Digital Communication
Number of credits (ECTS):	6
Requisites:	None
Course and semester:	2nd year, 2nd semester
Date of the last review:	September 2019
Professor in charge:	Dra. Mage Marmol

1 GENERAL DESCRIPTION

Comprehensive knowledge of consumer behavior allows marketers to become more effective at making good strategic marketing decisions. Thus, the course provides a comprehensive overview of underlying cognitive processes and outcomes of consumer behavior and how it can be addressed by marketers through effective strategies and actions.

Students will acquire knowledge from relevant literature on consumer behaviour. The course is designed to provide knowledge of (1) the economical, psychological and sociological foundations of consumer behaviour for consumers, (2) the mechanisms of influence that are most likely to lead consumers to change their preferences, beliefs and most important their actual buying behaviour, and (3) how to apply these mechanisms in designing persuasive communications.

2 OBJECTIVES

At the end of the course the student will be able to:

- Establish the pertinent relations between marketing decisions and consumer's behaviour.
- Know and interpret the main theories and concepts related to consumer's behaviour.
- Have a global vision of the main factors affecting the consumer and how (the factors) each of them acts.
- Analyze in detail the consumer's decision processes in relation to marketing stimuli, and interpret its effects.

- Interpret how the new tendencies are modifying purchasing habits and individuals' purchasing.

3 CONTENTS

PART 1: INTRODUCTION

Learning Outcome

After having studied the chapter and carried out the exercises the student will be able to:

- Learn about consumer behaviour, its development, interdisciplinary nature and the impact of information technologies on consumption patterns
- Be aware of the consumer decision process
- Describe the steps and techniques of consumer behaviour research
- Discuss of qualitative and quantitative marketing research models
- Examine market segmentation, targeting and positioning
- Demonstrate how consumer behaviour variables provide the framework for strategically segmenting and targeting selected markets

Content

- 1.1: Consumer behaviour: Changes and Challenges
- 1.2: The Consumer Research Process
- 1.3: Market Segmentation and Strategic Targeting

PART 2: THE CONSUMER AS AN INDIVIDUAL

Learning Outcome

After having studied the chapter and carried out the exercises the student will be able to:

- Interpret the consumer as an individual immersed in a social framework
- Interpret how this context influences in the consumer's way of purchasing and consuming.
- Define and characterize the main external variables influencing the consumer's behaviour.
- Know the current changes in relation to consumer's behaviours and their social, psychological and economic characteristics.
- Understand how communication links consumers to the world and people around them

Content

- 2.1: Consumer motivation
- 2.2: Personality and consumer behaviour
- 2.3: Consumer perception
- 2.4: Consumer learning
- 2.5: Attitude formation
- 2.6: Communication and consumer behaviour

PART 3: CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS

Learning Outcome

After having studied the chapter and carried out the exercises the student will be able to:

- Depict the social and cultural dimensions of consumer behaviour
- Explain how these factors affect the attitudes and behaviour of individuals in their world
- Demonstrate how an in-depth knowledge of social and behavioural concepts enable marketers to achieve their marketing objectives

Content

- 3.1: The family and its social class standing
- 3.2: Influence of culture on consumer behaviour
- 3.3: Subcultures and consumer behaviour
- 3.4: Cross-cultural consumer behaviour

PART 4: NEUROMARKETING

Learning Outcome

After having studied the chapter and carried out the exercises the student will be able to:

- acquire knowledge about how the brain responds to basic marketing p's like advertisements, pricing, store design, and product design
- be familiar with conscious and nonconscious decision-making processes from the cognitive psychology in particular focusing on attention, emotion, and memory
- reflect on the implication of the view of the brain research on marketing

Content

- 4.1: Neuroscience and marketing

4 TEACHING AND LEARNING STRATEGIES

It is based on participatory lectures, oral lessons with advanced reading of the topics, in-class exercises and homework to be done at home. With the in-class practicum and the homework to be done at home, concepts and procedures are expected to be reinforced.

Students will prepare weekly assignments, some individually, some in group, which will be discussed during the class.

5 ASSESSMENT

According to the Bologna Scheme, this model encourages the sustained continuous effort of students. 40% of the mark is achieved through the continuous assessment of guided activities and the remaining 60% from the onsite final exam. The final exam has two sittings.

The final mark for the course (NF) will come out by applying the following formula:

- **NF = Final Exam mark x 60% + Continuous Assessment mark x 40%**
- Minimum final exam mark to be able to average with continuous assessment will be 40 out of 100.
- The minimum pass mark for the course will be 50 out of 100.

6 BIBLIOGRAPHY

BASIC:

Schiffman, L. G., & Kanuk, L. L. (2012). Consumer behaviour. Prentice Hall. Pearson (English or Spanish Edition)

OPTIONAL:

Babin, B. J., & Harris, W. G. (2012). Consumer Behavior: CB.Cengage

Molla, A., Berenguer, G., Gómez, M., & Quintanilla, I. (2006). Comportamiento del consumidor. *Barcelona: Editorial UOC.*

Quintanilla, Ismael. *Psicología del consumidor.* Prentice Hall, 2002.

WEBS:

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