



centro adscrito a:



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

GUÍA DOCENTE DE COMPORTAMIENTO DEL CONSUMIDOR 2021-2022

GENERAL INFORMATION

Course Title:	COMPORTAMIENTO DEL CONSUMIDOR CONSUMER BEHAVIOR
Code:	801919 MKCD
Academic year:	2021-22
Degree titles:	Grado en Marketing y Comunicación Digital
Number of credits (ECTS):	6
Prerequisites:	-
Place in the scheme of studies:	2 nd Year, 2 nd Semester
Date of last revision:	January 2022
Professor Responsible:	Dra. Mage Mármol

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 behavior. The course is designed to provide knowledge of (1) the economical, psychological and sociological foundations of consumer behavior 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 behavior, and (3) how to apply these mechanisms in designing persuasive communications.

2. LEARNING OUTCOMES

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

- Establish the pertinent relations between marketing decisions and consumer's behavior.

- Know and interpret the main theories and concepts related to Consumer's Behavior.
- Have a global vision of the main factors affecting the consumer and how 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. CONTENT

SECTION 1: FOUNDATIONS OF CONSUMER BEHAVIOR

Learning outcomes

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

- Understand how consumers influence the field of marketing and how marketers influence us
- Describe the discipline of Consumer Behavior
- Be aware of how products affect us
- Focus on the central role of ethics in marketing decisions

Content

CHAPTER 1 Buying, Having and Being: An introduction to Consumer Behavior

CHAPTER 2 Consumer and social well-being

SECTION 2: INTERNAL INFLUENCES ON CONSUMER BEHAVIOR

Learning outcomes

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

- Define the internal dynamics of consumers
- Understand how customers make choices
- Interpret information about products
- Understand how motivation and emotional states influence consumers
- Define personalities, lifestyles and values and see how they guide consumers

Content

- CHAPTER 3 Perception
- CHAPTER 4 Learning and Memory
- CHAPTER 5 Motivation and affect
- CHAPTER 6 Personality, lifestyles and values

SECTION 3: CHOOSING AND USING PRODUCTS

Learning outcomes

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

- Explain how consumers think about products and the steps they use to choose one, and what happens after they buy something
- Understand how we form feelings
- Describe the steps used to identify the best solution to a consumption problem
- Highlight how factors at the time of purchase influence our choices
- Be familiar with disposal policies issued by companies
- Be aware of how disposal of products is important nowadays

Content

- CHAPTER 8 Decision making
- CHAPTER 9 Buying, using and disposing

SECTION 4: CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS

Learning outcomes

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

- acquire knowledge about how external factors influence our identities as consumers and the decisions we make
- provide an overview of the role that social media plays in consumer decision making
- discuss subcultures that help to determine how we buy
- understand how culture influences consumer behavior

Content

- CHAPTER 10 Subcultures

4. TEACHING AND LEARNING STRATEGIES

Sessions will be structured into 3 parts

- **Before the class:** pre lectures, homework, thinking, cases
- **During the class:** learning catalytic (is an interactive student response tool that encourages team-based learning by using students' smartphones, tablets, or laptops to engage them in interactive tasks and thinking, simulations, decision making....
- **After the class:** exercises, tests, quizzes, writing, video cases

Students will prepare weekly assignments, some individually, some in group, which will be discussed during the class. These assignments will deal with a topic previously covered in the theory sessions and will reinforce its implications or practical applications.

Students are also encouraged to actively participate in the sessions by providing real examples or commenting pieces of publicity that relate to the topics seen in class.

The essentials of the sessions will be presented in power point that will be uploaded to the campus after 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.

There will be tests at the end of every chapter as well as different exercises either before the class or after the class that will be assessed and taken into consideration for the continuous evaluation mark.

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

6.1 BASIC BIBLIOGRAPHY

Solomon (2019). *Buying, having and being*. Pearson Education

6.2 ADDITIONAL BIBLIOGRAPHY

Ariely, D., & Jones, S. (2008). *Predictably irrational*. New York, NY: Harper Audio.

Dooley, R. (2011). *Brainfluence: 100 ways to persuade and convince consumers with neuromarketing*. John Wiley & Sons.

Lindstrom, M. (2012). *Buyology: How everything we believe about why we buy is wrong*. Random House.

Lindstrom, M. (2016). *Small data: the tiny clues that uncover huge trends*. St. Martin's Press.