COURSE DESCRIPTION

CONSUMER BEHAVIOR

3\textsuperscript{rd} YEAR | 2\textsuperscript{nd} SEMESTER

DEGREE: MARKETING

IN-CLASS TEACHING

ACADEMIC YEAR: 2018/2019

SCHOOL OF BUSINESS AND ECONOMICS
1. COURSE IDENTIFICATION

1.- COURSE:

Name: Consumer behaviour
Code: c304
Year (s) course is taught: 3º Semester (s) when the course is taught: 2º
Type: Compulsory ECTS: 6 Hours ECTS: 30
Language: English and Spanish In-class teaching
Degree (s) in which the course is taught: Marketing
School of Business and Economics

2.- ORGANIZATION OF THE COURSE:

Department: Business Economics
Area of knowledge: Marketing and Market Research

2. LECTURERS OF THE COURSE

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Instructor in charge</th>
<th>CONTACT DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dña. Aránzazu Mielgo Álvarez</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>91 456 63 00 (15482)</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Amielgo.fcee@ceu.es">Amielgo.fcee@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>1.17B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dña. Gloria Aznar Fernandez Montesinos</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>91 456 63 00 (15481)</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:mariagloria.aznarfernandezmonte@ceu.es">mariagloria.aznarfernandezmonte@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>1.17B</td>
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</table>

<table>
<thead>
<tr>
<th>Profesores</th>
<th>DATOS DE CONTACTO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nombre:</td>
<td>Ángel del Castillo Puente</td>
</tr>
<tr>
<td>Tlfno (ext):</td>
<td>914566300 Ext.: 15658</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Angel.puente@ceu.es">Angel.puente@ceu.es</a></td>
</tr>
<tr>
<td>Despacho:</td>
<td>1.20 B</td>
</tr>
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</table>
2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

The objective of this subject is for the student to learn the main problems of the study of consumer behavior. To do this, the subject addresses the internal and external factors that influence the purchasing decisions of the consumer and the steps of the purchase process. Finally, the main techniques in the area of customer loyalty and new trends in consumer behavior prediction are examined.

4. SKILLS

1.- SKILLS

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>CB3</td>
<td>Students should have the capacity to collect and interpret relevant data (usually within their area of study) to form opinions based on reflection on relevant topics of a social, scientific or ethical nature</td>
</tr>
<tr>
<td>CB4</td>
<td>Students should be capable of communicating information, ideas, problems and solutions to both a specialist and non-specialist audience.</td>
</tr>
<tr>
<td>CG1</td>
<td>Capacity for analytical and critical thinking.</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE7</td>
<td>Capacity to be self-critical and sensitive to the diversity of persons, cultures and businesses which, in one way or another, influence the marketing strategy of organizations.</td>
</tr>
<tr>
<td>CE9</td>
<td>Capacity to be self-critical and sensitive to the diversity of persons, cultures and businesses which, in one way or another, influence the marketing strategy of organizations.</td>
</tr>
<tr>
<td>CE10</td>
<td>Capacity and initiative to resolve commercial problems of organizations and to assume with sufficient understanding the decision-making of commercial policies, highlighting the importance of the interdependence of these decisions within the framework of the productive processes of companies.</td>
</tr>
</tbody>
</table>
2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Learning outcomes</th>
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<tbody>
<tr>
<td>To use the main commercial and marketing techniques in the strategic development of modern organizations.</td>
</tr>
<tr>
<td>Carry out critical evaluations of the effects of marketing actions on the company’s competitiveness and its growth potential.</td>
</tr>
<tr>
<td>To know and delimit the market of reference of products or services, to evaluate the attractiveness of the market, to segment and strategically position the products of the own company in relation to those of the competition</td>
</tr>
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</table>

5. EDUCATIONAL ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF1</td>
<td>Lecture</td>
<td>40</td>
</tr>
<tr>
<td>AF3</td>
<td>Seminar</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>TOTAL Hours</td>
<td>60</td>
</tr>
<tr>
<td>AF8</td>
<td>Independent Work</td>
<td>120</td>
</tr>
</tbody>
</table>

2.- EDUCATIONAL ACTIVITIES:

<table>
<thead>
<tr>
<th>Educational Activity</th>
<th>DEFINITION</th>
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<tbody>
<tr>
<td>Seminar (AF2)</td>
<td>Educational activity focused especially on the competence of the students to develop the learning skills enabling them to assimilate content acquired beforehand, while relating economic concepts and those of similar and/or auxiliary disciplines and different theoretical and methodological approaches. Students study each subject in depth, to a large extent independently. This educational activity is also centered on encouraging students to acquire the skills necessary to communicate their conclusions – and the understanding and underlying reasons supporting them – to both a specialist and non-specialist audience, clearly and unequivocally. Priority is given to the participation of students and their sharing of the reasoned interpretation of knowledge and the sources of their fields of study, all of which is coordinated by the professor.</td>
</tr>
</tbody>
</table>
Group Workshop or Seminar (AF3)

Educational activity focused especially on the competence of the students to use specific methodologies for resolving problems of a practical nature encountered by economists in their most applied aspects and/or the information technology tools relevant to each subject. Priority is placed on students undertaking practical activities focused on data manipulation and selection of quantitative and/or qualitative information for purposes of drawing relevant conclusions.

Independent Work (AF8)

Educational activity whereby students independently manage their own learning by the study of the course.

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE2</td>
<td>Written test</td>
<td>10%</td>
</tr>
<tr>
<td>SE3</td>
<td>Written exam of reasoning questions</td>
<td>25%</td>
</tr>
<tr>
<td>SE4</td>
<td>Written or computer exam with exercise</td>
<td>15%</td>
</tr>
<tr>
<td>SE6</td>
<td>Individual works</td>
<td>10%</td>
</tr>
<tr>
<td>SE7</td>
<td>Group works</td>
<td>20%</td>
</tr>
<tr>
<td>SE12</td>
<td>Oral briefings—oral presentations</td>
<td>20%</td>
</tr>
</tbody>
</table>

3.- ORDINARY EVALUATION

The subject is qualified by a continuous evaluation system that will consist of the following tests:

1. Applied test of knowledge (multiple choice test), which seeks to evaluate the student's overall understanding of the concepts and essential marketing tools. The assessment of this test is 1 point.
2. Theoretical-practical tests (cases) that allow knowing the students’ ability to relate the different concepts explained in class and their application to the current business reality. The test will have an assessment of 1 point in the individual case and 1 point in the team work assessment (2 points in total).

3. Group practice consisting of the preparation of an oral presentation of some of the topics proposed in class. The maximum score to be obtained in this test will be 2 points.

4. Reasoning test of theoretical and practical questions (final exam). It is required to obtain a minimum score of 5 out of 10 points in this test to be able to keep the continuous evaluation.

In order to pass the standard continuous evaluation its necessary:

5. The student should attend at least 75% of the classes

EXTRAORDINARY EVALUATION

The student who does not pass the subject in the Ordinary Call, must pass an extraordinary exam, which will include both questions of reasoning, as well as the resolution of a problem or case study, which includes the knowledge of the subject.

The student who did not pass the tests of continuous evaluation or did not present to them can do them in the Extraordinary Call, individually or in groups, at the decision of the Teaching Department.

7. COURSE SYLLABUS

1.- COURSE SYLLABUS:

THEORETICAL:

PROGRAM CONTENT:

Chapter 1. THE STUDY OF CONSUMER BEHAVIOR
1. Introduction: the field of study
2. Consumer behaviour: concept and characteristics
3. Aspects to consider
4. Historical Background
5. Consumer behaviour as an interdisciplinary science
6. Marketing Applications
7. Ethics and consumerism

Chapter 2. THE EXTERNAL FACTORS
1. The demographic and economic environment
2. Culture
3. Social class
4. Social groups

Chapter 3. THE INTERNAL FACTORS
1. Motivation
2. Perception
3. Learning
4. Personality and lifestyles
5. Attitudes and changes in attitudes
Chapter 4. THE DECISION PROCESS
1. General approach and buying habits
2. The choice of establishment
3. The choice of brand
4. Types of purchase
5. Influential factors and purchasing patterns
6. Evaluation, results and post-purchase behaviours

Chapter 5. NEW TRENDS IN THE PREDICTION OF CONSUMER BEHAVIOR: NEUROMARKETING
1. Origin and Concept
2. Objectives
3. Tools and parameters
4. Application and results
5. Advantages and disadvantages

Chapter 6. CUSTOMER LOYALTY
1. Challenges in customer service
2. The process of creating loyalty
3. Relational Marketing
4. Commitment, experience and emotions
5. The Loyalty Program
6. Relationship management: CRM and CEM

PRACTICAL:
The students will do some cases and practices included in the assessment system.

8. BIBLIOGRAPHY

1. BASIC BIBLIOGRAPHY:

2. ADDITIONAL BIBLIOGRAPHY:

3. WEB RESOURCES:
Asociación Americana de Marketing: www.marketingpower.com
Asociación Española de la Economía Digital: www.adigital.org
Asociación Española de Estudios de Mercado, Marketing y Opinión (AEDEMO): www.aedemo.es
Asociación de Usuarios de Internet: auí.es
9. ATTITUDE IN THE CLASSROOM

1. REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.

The teaching unit will decide, in each case, the sanction that will be applied to those students who are expelled from the classroom.