

Academic Year: (2024 / 2025)

Review date: 21-07-2022

Department assigned to the subject:

Coordinating teacher: MELNYK , VOLODYMYR

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

OBJECTIVES

Knowledge

- ¿ Learn all the concepts related to market behaviors that are used in business management (strategic and operational marketing).
- ¿ Know and identify the needs and motivations of individual purchases of products and services
- ¿ Analyze institutional purchasing processes and identify its application in commercial negotiation strategies.
- ¿ Understand the usefulness of internal psychological and external variables in the different commercial firms

Skills

- ¿ Will develop the ability to work independently and cooperatively, with special emphasis on analysis and practical application of the behavioral variables studied.
- ¿ Ability to develop diagnoses and recommendations of the commercial activities of firms.

Attitudes

- ¿ Acting with a responsible and ethical behavior to the actions of firms.
- ¿ Act with creativity and positive motivation to the actions of firms to remain competitive in their markets.

DESCRIPTION OF CONTENTS: PROGRAMME

The program is divided into six parts:

1. The nature of consumer behavior
2. External influences consumer
3. Analysis of the internal structures of the consumer
4. Models of consumer behavior
5. -Legislative and institutional framework for the defense of consumer rights in Spain
6. Application of consumer behavior to marketing strategies.

LEARNING ACTIVITIES AND METHODOLOGY

The skills of knowledge and attitudes will be acquired by students through lectures, individual decision by the small cases that will be developed in class. Also, videos will be used to illustrate the practical application of theory and the resolution of cases that require teamwork. The skills will be worked through individual and group work by students.

The course will have the following development:

Students receive three types of teaching materials for the course:

- 1) Material of the theory used by the teacher in the master class,
- 2) Cases to be performed and
- 3) Information of the videos to view and discuss. The small cases and cases that require group work are linked to all parties that comprise the agenda as described in the detailed program. Homework should be handed to the teacher by e-mail before the date set for correction in the schedule. From 6 ECTS credits, three credits correspond to class time, two credits of group work for solving tasks, and one

credit to personal work to resolve small cases. The aim of the lectures is that students learn the theory needed to interpret the consumer behavior. The understanding and practical application of the concepts are reinforced by cases.

ASSESSMENT SYSTEM

The evaluation system is divided into two types: (a) continuous and (b) final. These conditions are for all exam periods, that is, both for the Ordinary and Extra ordinary call.

In order to be able to add the mark corresponding to the continuous assessment (a) a minimum grade of 50% will be required in the final exam (b). That is, you need to have an approved 50% of the correction criteria used for the final exam.

The continuous assessment (a) is based on the solution of the cases in class and the written delivery of the group cases, as well as different group practices related to the theory (30% of the grade) and the written presentation of a project (30% of the grade).

The final evaluation consists of an exam (which will account for 40% of the final grade)

Both evaluation systems will aim to verify the extent to which the competences of knowledge and adaptation to new situations have been acquired by the student.

The business management functions involve, in addition to individual knowledge and skills, coordination with other areas. For this reason, the course requires students to develop the ability to work both autonomously and in a group. Therefore, the students will be valued for their individual effort as well as their contribution to the group's result.

In summary:

(a) Continuous evaluation:

Group cases and weekly continuous assessment practices		30%
Final project:	30%	

(b) Final evaluation

Final exam:	40%
-------------	-----

BASIC BIBLIOGRAPHY

- Isabelle Szmigin, Maria Piacentini Consumer Behaviour, Oxford University Press, 2018

ADDITIONAL BIBLIOGRAPHY

- Frank Kardes, Maria Cronley, Thomas Cline Consumer Behavior, Cengage Learning, 2012