



Code - Course	481105 – Consumer behaviour				
Type	Basic training			Year	1 st
Thematic Area	Marketing fundamentals		Credits	6 ECTS	
Professor in charge of the course			Esther Velasco		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

The course "Consumer Behavior" provides students with a deep and detailed understanding of the factors that influence purchasing decisions and consumer behavior. This course thoroughly analyzes the theories and models that explain consumers' motivations, perceptions, attitudes, and decision-making processes, considering psychological, sociocultural, and economic aspects.

Through the study of real cases, market research, and practical activities, students will develop key skills to apply this knowledge in creating effective marketing strategies and improving customer satisfaction, which is essential for future marketing professionals who wish to understand and anticipate their clients' needs and desires, thus ensuring their competitiveness in the current market.

The course begins by establishing the foundations for studying consumer behavior, introducing fundamental concepts and relating them to the marketing mix, explaining various models that help better understand the decision-making processes of consumers.

External factors that influence consumer behavior, such as demographic, economic, political, legal, environmental, technological, social, and cultural environments, are examined, which are crucial for understanding how these environments can affect purchasing decisions.

Internal factors are also deeply explored, focusing on consumers' needs, desires, motivations, perceptions, experiences, learning, memory, attitudes, and personal characteristics, essential elements for understanding specific purchasing decisions.

The course explores the stages of the purchasing decision process, from recognizing the need to searching for information and evaluating alternatives, choosing the brand, and post-purchase processes.

Finally, new trends in consumer behavior are analyzed, exploring the new social scenario, different types of buying behavior, the consumer online, consumerism, and consumer protection. This allows students to understand how social and technological changes influence consumer behavior.



In summary, the course "Consumer Behavior" provides a comprehensive view of consumer decision-making, preparing students to develop effective marketing strategies and adapt to the changing needs of consumers in a globalized market.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M03C3- List the consumer purchase decision processes.

M03C4-Distinguish the main tools used for the preparation of market research reports.

M03H6- Analyze the consequences of marketing decisions on consumer behavior.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC02, TC03, TC04, TC05, TC07, TH01, TH07, TH08, TH010, TS01, TS06, TS07, TS08, TS09 / TS10..* They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

1. CONSUMER BEHAVIOR AND MARKETING

1.1. The study of consumer behavior

1.2. The concept of consumer behavior.

1.3. The consumer.

1.4. Consumer behavior and the marketing mix

1.5. Consumer behavior models.

2. EXTERNAL FACTORS

2.1. Demographic environment.

2.2. Economic environment.

2.3. Legal, environmental and technological political environment.

2.4. Social and cultural environment.

3. INTERNAL FACTORS

3.1. Needs, desires and motivations.



3.2. Perceptions, experience, learning, memory, attitudes and personal characteristics.

4. THE PURCHASE DECISION PROCESS

4.1. Recognition of the need.

4.2. The search of information.

4.3. The alternatives evaluation process.

5. PURCHASE DECISIONS AND POST-PURCHASE BEHAVIOR

5.1. The purchase decision and choice of brand.

5.2. Post-purchase processes.

5.3. The determinants of satisfaction vs. dissatisfaction.

5.4. Measuring consumer satisfaction: the customer service department, indicators and satisfaction surveys.

6. TRENDS IN CONSUMER BEHAVIOR

6.1. New social scenario for a new consumer.

6.2. Types of purchasing behavior.

6.3. The consumer on the internet

6.4. Consumerism and consumer protection.

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- Master classes.
- Study of cases.
- Guided debate.
- Practical exercises.
- Learning by doing.

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents.



Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:

Activities	Type	Continuous	Single	Week deadline ¹
Activity 1	Individual	10%	-	7 th week
Activity 2	Group	30%	40%	9 th week
Activity 3	Individual	10%	-	11 th week
Exam		50%	60%	Exam week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidence that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



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*Specific Degree in Marketing,
Events and Entertainment*

Year 2024/25

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Hawkins, D., Kleiser, S. B., & Mothersbaugh, D. (2024). *Consumer Behavior: Building Marketing Strategy*. Nueva York: McGraw Hill Education.

Hoffmann, S., & Akbar, P. (2023). *Consumer Behavior: Understanding Consumers – Designing Marketing Activities*. Berlín: SpringerLink.

Parsons, E., Maclaran, P., Chatzidakis, A., & Ashman, R. (2023). *Contemporary Issues in Marketing and Consumer Behaviour*. Londres: Routledge.

Stephens, D. L. (2023). *Essentials of Consumer Behavior: An Applied Approach*. Nueva York: Routledge.