

## COURSE: CONSUMER BEHAVIOR

Language	English
Level of Spanish required	Not required
Hours	45h
Credits	6 ECTS

### Course description

This is an introductory course for students seeking to attain a panoramic and holistic view of the field of Consumer Behavior, and no previous knowledge of the subject in specific, or of marketing in general, is required. The syllabus encompasses three clearly differentiated units, segmented by thematic blocks in the subsequent manner: the bases, foundations and applications of the interdisciplinary field of Consumer Behavior, the internal, cognitive and emotional motivations that drive the individual consumer and, lastly, how external and exogenous influences ultimately affect buyers within the intricate societal structure in regard to socioeconomic, generational, gender and cultural idiosyncrasies.

### Methodology

The professor will provide, in the session lectures, all the necessary base theoretical instruments and primary or secondary sources, and students are encouraged to proactively participate in class debates. Students will be ultimately required to enact their own individual Case study, for which they will receive close guidance and all pertinent bibliography by the professor in the below detailed visiting hours.

### Assessment

Attendance and participation –20%

\*Case study – 80%

\*For the case study, students will be able to select from two options: a written analysis of how Consumer Behavior applies to a company already in existence or to a potential new product of their choosing. In any case, for this task the student is obliged to 6 hours of compulsory follow-up visiting hours with the professor.

### Syllabus

- Introduction to Consumer Behavior
- Internal motivations of Consumer Behavior
- External influences on Consumer Behavior

### Bibliography

Consumer behavior: a European perspective, Salomon, Bamossy 2017

International business & International Marketing, Willimans, L. Ebook Amazon 2017