

COURSE: CONSUMER BEHAVIOR VIDEOCONFERENCE

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

Introduction

The Spanish culture courses by videoconference are spread out over the semester. During this time, the student has access to the study materials, a syllabus of practical exercises, complementary self-learning materials, etc. offered weekly in the Campus Virtual so the students can work with it whenever they want. These materials, alongside synchronous group videoconferences (from Monday to Thursday) or asynchronous depending on the time zones (almost half of the course hours), and individualized tutorials also by videoconference (almost half of the course hours), as well as the use of forums to be in contact with the class group will be the basis of your learning.

The personalized attention, the professionalism of our teachers, the quality of the materials and constant feedback are our guarantee of success.

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.

Certification and assessment

During the course, the student will do continued work through the virtual campus with the materials provided by the teacher. Also, will participate actively in the group videoconferences, the forums and the individualized tutorials, by videoconference too.

To obtain the ECTS credits a final grade will be necessary, based on the following percentages:

30% Continued work through the Campus Virtual

30% Participation in the videoconferences and tutorials

40% Exam or written work

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