

SUBJECT TEACHING GUIDE

G921 - Consumer Behaviour

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Degree in Business Administration and Management First Degree in Business Administration and Management

Academic year 2024-2025

1. IDENTIFYING DATA			
Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS Degree in Business Administration and Management First Degree in Business Administration and Management		Type and Year Optional. Year 5 Optional. Year 4
Faculty	Faculty of Economics and Business Studies		
Discipline	Subject Area: Consumer Behaviour		
Course unit title and code	G921 - Consumer Behaviour		
Number of ECTS credits allocated	6	Term	Semester based (1)
Web			
Language of instruction	English	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS		
Name of lecturer	JOSE MANUEL FERNANDEZ POLANCO		
E-mail	jm.fernandez@unican.es		
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E250)		
Other lecturers	ROSA PATRICIA MARTINEZ GARCIA DE LEANIZ		

3.1 LEARNING OUTCOMES

- Understanding the variables affecting individual and collective purchase decisions
- Ability for analyzing different purchase situations and the moderating conditions
- Ability for modeling behaviors and propose ways to affect them .

4. OBJECTIVES

Understanding of the purchase decision process and the affecting factors

Effects economic factors

Effects from individual factors

Effects from social factors

Models of consumer behavior

6. SUBJECT PROGRAM

CONTENTS

1	Block 1 Introducción. Lecture 1. Theoretical sources of consumer behavior Lecture 2. Consumers in the economic theory Lecture 3. Hedonic model and discrete choice
2	Block 2. Personal factors Lecture 4. Intelligence and cognitive styles Lecture 5. Personality Lecture 6. Learning Lecture 7. Perception Lecture 8. Motivation Lecture 9. Attitudes and persuasion
3	Block 3. Social factors Lecture 10. Group Lecture 11. Family Lecture 12. Culture Lecture 13. Social class & Life style
4	Block 4. Models of consumer behavior Lecture 14. Models of consumer behavior and decision making

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Written exam (60%)	Written exam	No	Yes	30,00
Work in group (30%)	Work	No	Yes	40,00
Final exam	Written exam	No	Yes	30,00
TOTAL				100,00
Observations				
<p>Students have to take a written exam in the date fixed by the Faculty. Previous to this exam, to partial tests can be taken which will allow pass the final in advance if the tests are successful. The maximum score achieved in this written exam is 6. The rest, up to 10 points, will be granted according to the scores of the group and individual works.</p>				
Observations for part-time students				
<p>Part-time students will have to pass the final exam, which will obtain a maximum grade of 6 points. They may increase this grade with the score of a work of content equivalent to group work whose deadline will be the deadline for taking the exam.</p>				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Peter, J. P. & J. Olson (2010). Consumer Behavior 9ed. Ed. McGraw-Hill
 Schiffman, L. & L. Kanuk (2010). Consumer Behavior 10ed. Ed. Prentice Hall.
 Hoyer, W. D. & D. J. Macinnis. (2008) Consumer Behavior. Ed. Cengage Learning