


CONSUMER BEHAVIOR

1. Competences	To develop and implement marketing strategic plans from environment situation analysis, marketing mix, internal policies and current regulation, to contribute to organizational objectives and a competitive position in national and international areas.
1. Term	Fourth
2. Theoretical hours	16
3. Practical hours	44
4. Total hours	60
5. Weekly hours	4
6. Objective	Students will determine consumer purchasing behavior through psychological and attitudinal factors analysis, as well as the use of qualitative and quantitative techniques, to propose marketing strategies.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Consumer profiles	8	16	24
II. Consumer study	8	28	36
Total	16	44	60


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Learning Units

1. Learning Unit	I. Consumer profiles
2. Theoretical Hours	8
3. Practical Hours	16
4. Total	24
5. Objective	Students will perform consumer profiles to determine factors that influence purchasing process.


Topic	Knowledge	Skills	Values/ Behavior
Decision making and products purchase process	<p>To notice the concept of consumer behavior and its importance for marketing decision making.</p> <p>To describe decision making and products purchase process and its importance:</p> <ul style="list-style-type: none"> -Input phase -Process phase -Output phase 		Responsible Analytical Disciplined Ethical Initiative

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Topic	Knowledge	Skills	Values/ Behavior
Motivation	<p>To explain motivation process model.</p> <p>To explain motivation theories: -Maslow motivation hierarchy - Murray psychogenic needs</p> <p>To explain needs threesome: - Power - Affiliation - Achievement</p>	To establish consumer motivations during purchase decision making.	Responsible Analytical Disciplined Ethical Initiative
Personality theories	<p>To explain personality concept and how it reflects consumers response in front of marketing messages.</p> <p>To explain personality theories: -Freudian -Neo Freudian -Personality traits theory.</p>	To investigate consumers personality during purchase decision making.	Responsible Analytical Disciplined Ethical Initiative

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Topic	Knowledge	Skills	Values/ Behavior
Perception and Learning	<p>To explain the concept of perception and learning and its influence in purchase decision making.</p> <p>To identify perception elements: -Selection -Organization -Interpretation</p> <p>To describe consumer learning elements: -Motivation -Signals -Response -Reinforcement</p>	To evaluate the influence of perception and learning on consumers during purchase decision making.	Responsible Creative Proactive Honest Disciplined Ethical Initiative Assertive
Attitudes	<p>To explain the concept of attitude and its importance in the purchase process.</p> <p>To explain attitudes ABC model: - Affect - Behavior - Cognition</p>	To determine consumer attitudes during purchase process.	Analytical Tolerant Disciplined Organized Responsible Empathetic

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Topic	Knowledge	Skills	Values/ Behavior
Consumer Profile	<p>To explain the concept, structure and importance of the consumer profile.</p> <p>To identify factors influencing national and global conduct:</p> <ul style="list-style-type: none"> - Client life cycle stage - Education - Income level - Age - Lifestyle - Occupation 	To carry out national and international consumers profiles.	Analytical Tolerant Disciplined Organized Responsible Empathetic

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a field work, to write a consumer profile report including:</p> <ul style="list-style-type: none"> - Decision making and products purchase process - Motivations - Personality - Perception and learning - Attitudes - Conclusions 	<ol style="list-style-type: none"> 1. To understand the concept of consumer behavior, purchase process and their importance. 2. To identify motivation and personality theories. 3. To identify perception and learning elements. 4. To understand attitudes concept and model. 5. To distinguish the structure to carry out consumers profiles. 	<p>Practical exercises</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Practical exercises Research tasks Collaborative teams	Internet Board Projector Computer Printed material

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units

1. Learning Unit	II. Consumer study
2. Theoretical Hours	8
3. Practical Hours	28
4. Total	36
5. Objective	Students will carry out consumer behavior studies to propose strategies.

Topic	Knowledge	Skills	Values/ Behavior
Consumer studies	<p>To explain consumer study importance for marketing decision making.</p> <p>To identify consumer studies structures.</p> <p>To identify research qualitative and quantitative techniques</p>	To carry out consumer studies.	<p>Responsible</p> <p>Communication skills</p> <p>Researcher</p> <p>Analytical</p> <p>Organized</p>
Influence strategies	<p>To describe influence strategies on consumer behavior:</p> <ul style="list-style-type: none"> -Affective -Cognitive -Behavioral -Combined 	To formulate influence strategies.	<p>Responsible</p> <p>Communication skills</p> <p>Researcher</p> <p>Analytical</p>


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Topic	Knowledge	Skills	Values/ Behavior
Change of attitude strategies	To describe change of attitude strategies: -Change of basic motivational function -Association of product with a group -Resolution of two conflicting attitudes -Modification of multiple attributes model components -Change of beliefs about competition brands.	To formulate change of attitude strategies.	Responsible Communication skills Researcher Analytical Creative
Sensorial Marketing and Neuromarketing	To explain concept and importance of sensorial marketing strategy in consumer behavior. To identify relationship between consumer behavior and senses stimulating atmospheres generation: - sight - tact - taste - hearing - smell To explain neuromarketing tool and its importance in purchase decision making.	To propose senses-stimulating ambiances. To propose neuromarketing actions.	Empathetic Creative Proactive Observant Assertive Communication skills

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From an investigation on consumer behavior, to elaborate a project including:</p> <ul style="list-style-type: none"> - Influence strategies - Attitude change strategies - Sensorial marketing and neuromarketing tools - Conclusions y Recommendations 	<ol style="list-style-type: none"> 1. To identify the importance and structure of consumer studies. 2. To identify research qualitative and quantitative techniques. 3. To identify influence and change of attitude strategies. 4. To understand the importance of sensorial marketing and its relationship with consumer behavior. 5. To understand neuromarketing tool. 	<p>Project</p> <p>Rubric</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Project-based learning Collaborative teams Research tasks	Internet Board Projector Computer Printed material Videos

TRAINING FACILITIES


Classroom	Languages Lab/Workshop	Corporation
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ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES

Ability	Performance Criteria
To formulate product strategies from the diagnosis of national and international market needs and corporation resources, in order to achieve marketing objectives.	<p>Students elaborate a product strategy containing the description of:</p> <ul style="list-style-type: none"> - Real product - Essential product - Augmented product - Product line - Product lifecycle - Product elements: <ul style="list-style-type: none"> - brand, - package, - container, - packaging and - label
To propose price setting strategies through an analysis of costs, competition, organizational policies and profitability, to contribute to product competitiveness in national and international market.	<p>Students formulate a price setting strategy including:</p> <ul style="list-style-type: none"> - Used analysis technique and its justification of: <ul style="list-style-type: none"> - costs, - competition prices, - prices based on consumer perception, - opportunity - Product profitability analysis - Price proposal - Justification
To develop place strategies through distribution logistics planning and consumer behavior analysis, in order to ensure product presence in market properly and on time.	<p>Students elaborate a place strategy including:</p> <ul style="list-style-type: none"> - Sales objectives - Consumer Behavior analysis during purchase - Design and selection of distribution channel - Selection of national and international transportation modality - Determination of follow-up and control tools in the distribution channel.


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Ability	Performance Criteria
To structure marketing integral communication strategies through the integration of promotional mix, to position the product in the target market.	Students present integral communication strategies including: <ul style="list-style-type: none"> - Personal sale - Publicity - Sales promotion - Public relations - Electronic commerce - S-Commerce - Digital marketing - Point of sale marketing - Direct marketing

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