

**CONSUMER BEHAVIOR  
ESTUDIOS HISPÁNICOS – UNIVERSITY OF BARCELONA –  
2018**

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Syllabus

- I. LANGUAGE OF INSTRUCTION:  
The language of instruction, course requirements and assessment will be English, and a proficient command of the written and spoken language is an imperative prerequisite.
- II. AUDIENCE:  
This is an introductory course for international 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.
- III. COURSE HOURS:  
The course consists of 45 class hours, divided in 2 weekly sessions of 90 minutes each.
- IV. GENERAL COURSE DESCRIPTION AND COURSE OBJECTIVES:  
The course 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 and complex societal structure in regard to socioeconomic, generational, gender and cultural idiosyncrasies.  
  
COURSE OBJECTIVES:  
  
-Ascertain a base knowledge of the intricate process of Consumer Behavior and its evolving dynamics within a global context  
-Analyze the psychological conscious and unconscious processes that systemically drive consumers and behavioral consumption  
-Understand how external factors such as socioeconomic status, culture, politics, religion, history and geography all influence the individual and the collective buyer  
-Learn to approach primary and secondary sources, case studies and marketing research data with discernment  
-Engage proactively, after having obtained the necessary theoretical instruments, in an autonomous and individual case study of Consumer Behavior
- V. COURSE PREREQUISITES:  
This course is introductory and requires no previous knowledge of either the marketing or Consumer Behavior disciplines.

VI. COURSE CALENDAR:

| THEMATIC BLOCK                       | SESSION AND LECTURE   | TIMELINE |
|--------------------------------------|---|----------|
| I. Introduction to Consumer Behavior | <p><i>Session- An introduction to Consumer Behavior</i></p> <p><i>Session- Consumer Behavior as an interdisciplinary field</i></p>                                  | WEEK 1   |
| I. Introduction to Consumer Behavior | <p><i>Session- Buyer demographics and market segmentation strategies</i></p> <p><i>Session- Classifying consumers by behavior and Big Data</i></p>                  | WEEK 2   |
| I. Introduction to Consumer Behavior | <p><i>Session-Stages in the consumption process: prepurchase, purchase and postpurchase issues</i></p> <p><i>Session-Consumer behavior as a dynamic process</i></p> | WEEK 3   |
| I. Introduction to Consumer Behavior | <p><i>Session- Hierarchy of consumer needs and wants</i></p> <p><i>Session- Motivations for consumption</i></p>   | WEEK 4   |

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|--|---|--------|
|  | <p><i>Session- Impact interrelation between consumption and marketing strategies</i></p> <p><i>Session- Consumer involvement, brand loyalty and marketers</i></p> | WEEK 5 |
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| THEMATIC BLOCK                                | SESSION AND LECTURE   | TIMELINE |
|---|---|----------|
| II. Internal motivations of Consumer Behavior | <p><i>Session- Introduction to internal influences of Consumer Behavior</i></p> <p><i>Session- Cognitive acquisition of consumption habits</i></p>      | WEEK 6   |
| II. Internal motivations of Consumer Behavior | <p><i>Session- Behavioral and cognitive learning theory</i></p> <p><i>Session- Memory, the brain and marketing</i></p>                                  | WEEK 7   |
| II. Internal motivations of Consumer Behavior | <p><i>Session- Concept of the self and consumption symbols</i></p> <p><i>Session- Self-perception theory, ideals, personality and brand loyalty</i></p> | WEEK 8   |
| II. Internal motivations of Consumer Behavior | <p><i>Session-Product attitudes and association theory</i></p> <p><i>Session- Motivational dilemmas and social judgement theory</i></p>                 | WEEK 9   |

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|  | <p>Session- <i>Marketer messages and their impact on buyers</i></p> <p>Session- <i>Communication theory and product appeal</i></p> | WEEK 10 |
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| THEMATIC BLOCK                                 | SESSION AND LECTURE  | TIMELINE |
|--|--|----------|
| III. External motivations of Consumer Behavior | <p>Session- <i>Introduction to external influences on Consumer Behavior</i></p> <p>Session- <i>Culture and situational effects on Consumer Behavior</i></p>                              | WEEK 11  |
| III. External motivations of Consumer Behavior | <p>Session- <i>Buyer identity: gender, religion, ethnicity and age</i></p> <p>Session- <i>Consumer identity: social class, lifestyle, profession, income and consumption symbols</i></p> | WEEK 12  |
| III. External motivations of Consumer Behavior | <p>Session- <i>Social marketing, opinions and networked Consumer Behavior</i></p> <p>Session- <i>Impact of online communities and the social media revolution on markets</i></p>         | WEEK 13  |

*\*The course timeline is tentative and is eligible to be subjected to content or scheduling modifications*

VII. ASSESSMENT CRITERIA:

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.

VIII. REQUIRED MATERIAL:

No textbook is required for this course, and all the other pertinent material, such as documents, book extracts or primary and secondary sources will be provided by the professor.