



1.- SUBJECT		
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	Sociology and marketing research	
1.2.- NAME	Consumer behaviour	
2.- LECTURER	Lázaro de Echegaray Eizaguirre	
3.- GENERAL DETAILS		
3.1.- TYPE	Optional	
3.2.- ECTS CREDITS	4,5	
3.3.- YEAR	Third	
3.4.- SEMESTER	First	
3.5.- LANGUAGE	English	
4.- GENERAL COMPETENCIES	CG6	Gather, sift, synthesise and organise material from various sources (including library, electronic and online resources), and to critically evaluate its significance.
5.-SPECIFIC COMPETENCIES	CE8	Understand and assimilate the principles and variables that condition consumer behaviour and social group behaviour.
6.- CONTENTS	<p>1) Explanation and introduction of the subject</p> <p>2) Information processing</p> <p style="padding-left: 40px;">2.1) Perception analysis.</p> <p style="padding-left: 40px;">2.2) The perceptual process</p> <p style="padding-left: 40px;">2.3) Sensory systems and sensory thresholds</p> <p style="padding-left: 40px;">2.4) The perceptual selection</p> <p>3) Learning, memory and evaluation criteria</p> <p style="padding-left: 40px;">3.1) Bahavioural learning theories</p> <p style="padding-left: 40px;">3.2) Marketing applications of learning principles</p> <p style="padding-left: 40px;">3.3) The role of learning in memory</p> <p>4) Self, personality and lifestyle</p> <p style="padding-left: 40px;">4.1) Consumption and self-concept</p> <p style="padding-left: 40px;">4.2) The motivation process</p> <p style="padding-left: 40px;">4.3) Motivational strength</p> <p style="padding-left: 40px;">4.4) Motivational direction</p> <p style="padding-left: 40px;">4.5) Motivational conflicts</p> <p>5) Attitudes and its changes</p> <p style="padding-left: 40px;">5.1) The power of attitudes</p> <p style="padding-left: 40px;">5.2) The function of attitudes</p> <p style="padding-left: 40px;">5.3) Do attitudes predict behavior?</p>	
7.- METHODOLOGY	Master sessions: Main concepts about the subject. Participative lectures covering the fundamental elements of the subject, aspects of human psychology, concepts, research models.	

	Practical sessions: supervision and review of groups research work. Group work based on specific research cases, aimed at understanding the how and why of consumer behavior. They have a monthly supervision in which a group mark is awarded.		
8.- LEARNING OUTCOMES	- Analyse consumer practices and methods, advertising practices and lifestyles.		
	- Be able to understand social change processes and their impact on society through consumption patterns.		
	- Be able to commission and evaluate a market survey.		
9.- EVALUATION CRITERIA	Criteria	Competencies	Value (%)
	Exam Written test	CG6, CE8	40%
	Group working Research (Phase 1: Methodology)	CG6,CE8	30%
	Group Working Research (Phase 2: Presentation)	CG6-CE8	10%
	Group Working Research (Phase 3: Exposition)	CG6-CE8	20%
	General comments		
	- Tutorials every Thursday 14:30-15:30		
	- No tutorials fifteens days before final presentations.		
	- Coursework is subject to group review and graded on a monthly basis.		
	- All papers must be delivered on the date. Any work which has not been on time, cannot be delivered until extraordinary call, being evaluated with 0		
	- The presentation of the research work is an exam so the rules are the same that in a exam.		
- In the final presentation of the work, the graphic presentation of the work and the defence of the same will be evaluated, according to the established criteria.			
- It is up to the teacher to indicate which student presents each topic of the work.			
- Each student will have a mark based on their presentation.			
- Any test that has not been pass in the ordinary call must be repeated in the extraordinary call.			
- The final grade will be the sum of the average of the grades obtained in each of the tests (research work (methodology, presentation, defence) and written exam.			
- In the case of work, the methodology must be approved in order to be able to average the corresponding parts.			
- This sum it will be only possible if all marks (exam and research work phases) are both positive			
- Any positive mark can be keep until next call but never until next course			
- Students whose do not attend revision after their exam will be considered as a students who are settle for their marks.			
- The attendance to the theoretical classes is voluntary			
- Attendance to practical classes is mandatory for students. Not attend practical classes does mean not punctuation in this test.			
- Student on international program will have the same conditions dates that others. The exams of the students of the international programme will be held in person at the CámaraBilbao University Business School in Bilbao.			
Comments on resits			
- In the extraordinary call students must recover text that did not approved in the ordinary call.			
- The marks for all the criteria of the ordinary exam will be maintained except for those that have not been passed, which must be improved with new tests or work proposed by the teacher.			
- In order to pass the subject in the extraordinary call, students must have passed			

	<p>all the tests of which the subject consists (Research work (Phases) and exam).</p> <ul style="list-style-type: none"> - The extraordinary call not does averages in test that have not pass a grade of 5 - Not pass any of the two test imply no pass the subject - In summary, the grading items in the extraordinary exam are the same as those applied in the ordinary exam. 						
	Comments on students from previous years						
	The students whose did not pass the subject last year should do the same program that the last year.						
10.- BIBLIOGRAPHY	<p>* Schiffman, L. and Wisenblit, J. (2019). Consumer behaviour. Twelfth edition. Pearsons.</p> <p>* Solomon, M; Bamossy, G; Askegard, S and Hogg, M. Consumer Behaviour. A european perspective. 2010. Prentice Hall.</p>						
11.- EVALUATION CRITERIA SCHEDULE	Criteria	Sep.	Oct.	Nov.	Dec.	Jan.	Total
	Exam Written test					100%	40%
	Group working Research (Phase 1: Methodology)	4%	6%	6%	14%		30%
	Group Working Research (Phase 2: Presentation)				10%		10%
	Group Working Research (Phase 3: Exposition)				20%		20%
	Total						