

Degree: Grau en Administració I Direcció d'Empreses

Trimester: 2

Language: English

Credits: 5

Sessions:

Theory Sessions: Thursday- Friday

- 9.00- 10.30 [group 1]
- 19.00-20.30 [group 2]

(Both days in Room 40.146)

Seminars: Wednesdays

Professors:

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1. Course description

Contemporary approaches to business emphasize the importance of adopting a customer focus. Marketing, in particular, begins and ends with the consumer – from determining consumer needs to ensuring customer satisfaction. The primary goal of this course is to enhance your understanding of consumer behavior. It provides a specialization within the marketing module, studying the psychology of the consumer. This includes both intuitive and some non-intuitive ideas about behavior. In this course, we will train your intuition, so that you can think more accurately about how consumers perceive and respond to market events. Many of the psychological insights

are particularly useful for strategy, brand positioning, and marketing communication decisions.

2. Competences

General

- Understanding and correctly interpreting academic writings. (G1. Comprender e interpretar de manera pertinente y razonada textos escritos de nivel y carácter académicos.)
- Being able to justify and defend your position using coherent arguments. (G2. Ser capaz de justificar con argumentos consistentes las propias posturas, así como de defenderlas públicamente)
- Being able to use the technological tools typically used applied in academic activities (G5. Dominar las herramientas informáticas y sus principales aplicaciones para la actividad académica ordinaria)
- Being able to work in groups, participate actively and discuss diverging opinions (G6. Ser capaz de trabajar en equipo, participando activamente en las tareas y negociando ante opiniones discrepantes hasta llegar a posiciones de consenso)
- Developing ability for reasoning and critical thinking in order to analyze controversial issues. (G7. Desarrollar la capacidad de razonamiento autónomo con distancia crítica en temas o cuestiones controvertidas.)
- Accepting the diversity of opinions as a fundamental ingredient of academic life and as an essential component of contemporary society. Being able to form your own opinion while respecting the diverging opinions from others. (G8. Aceptar la diversidad de puntos de vista como un ingrediente fundamental de la vida académica y consustancial a la sociedad contemporánea, y ser capaz de dar a conocer las propias opiniones dentro del respeto a las opiniones divergentes.)
- Reinforcing your habits of self-discipline, self-control and rigor in completing academic work and in managing your time schedule. (G9. Tener consolidados hábitos de autodisciplina, autoexigencia y rigor en la realización del trabajo académico, así como en la organización y en su correcta temporalización.)
- Having a proactive attitude toward learning about the topics you do not know and toward the learning process and/or professional activity more generally. (G10. Tener una actitud proactiva en el deseo de conocer aquello ignorado, imprescindibles en todo proceso formativo y en toda actividad profesional con proyección.)
- Being able to make creative use of the knowledge and concepts learnt in the course. Being able to adapt those to novel and original situations. (G11. Ser capaz de aplicar con flexibilidad y creatividad los conocimientos adquiridos y de adaptarlos a contextos y situaciones nuevas.)

Specific

- Use the correct information when formulating ideas and solving problems (G17. Utilizar la información adecuada en la formulación de propuestas y la resolución de problemas)
- Employ different types of reasoning to analyze decision making (G18. Aplicar el razonamiento económico a la toma de decisiones)
- Apply the material learned to diverse settings (G20. Aplicar los conocimientos y procedimientos relevantes a un abanico de situaciones complejas)
- Identify key issues when analyzing a problem (G21. Identificar los factores claves de un problema)
- Approach new situations with an open and critical mind (G22. Demostrar una aproximación crítica ante situaciones diversas)

3. Content

Topic 1 – The psychology of consumer behavior

Topic 2 – Evolutionary bases of consumption

Topic 3 – Consumer Memory

Topic 4 – Judgment and choice

Topic 5 – Affect and motivation

Topic 6 – Social influence

4. Evaluation

4.1 Evaluation components

The grades will be based on the following components:

1. Final exam
2. Group project
3. Project Presentation
4. Class participation

The overall grade for the course is the weighted average of the grade obtained for the components. If this overall average is below 5, the student will fail the course. If this overall average is above 5, the students will pass the course.

4.2 Recovering a failing grade

Under some conditions, students who failed the course will be authorized to take an additional evaluation. The additional evaluation will be a written exam taken during the third trimester of the academic year.

Only students that have participated in the course and the evaluations activities will be authorized to take the additional evaluation, as stated in the following article of the Agreement of the Government Council (Article 11.4.2)

“Podran concórrer al procés de recuperació tots els estudiants que, havent participat a les activitats d'aprenentatge i avaluació durant el trimestre, hagin obtingut la qualificació de suspens de l'assignatura corresponent en l'avaluació trimestral. No hi podran concórrer els que no hagin participat en les activitats d'aprenentatge i avaluació o hagin renunciat a l'avaluació.”

It is understood that students have participated in the learning activities and continuous assessment during the term when they have attended class and have completed the exercises and other classroom activities. We understand that students have attended the final examination when they hand it out.

More concretely: to be **eligible** to take the recovery evaluation, students must meet ALL the following conditions:

- The student has attended more than 66% of the seminars (i.e. at least 4 seminars out of 6).
- the student has completed the group project
- the student has taken the April exam

Since, as it is stated in the above mentioned article, only those students who have failed the whole subject may participate in the process of recuperation, there will be no opportunity to participate for improving the grade if initially it is equal to or higher than 5.0.

Provided that a student is eligible to take the recovery examination, the **final evaluation grade will be a weighted average of the grades obtained on the recovery exam, and the group project.**

For students who will participate in exchange programs recognized by the Faculty in the 2nd trimester and therefore cannot attend the additional examination, special arrangement will be made between the instructor and the student. Students that fall in this category should let the instructor know within 7 days of their grade being posted. Failure to do so implies that no extra arrangement will be made.

5. Bibliography and teaching resources

5.1. Basic bibliography

Kardes, F.R., Cline, T.W., Cronley, M.L. (2011), *Consumer Behavior: Science and Practice*. South-Western: Cengage Learning

Some more supplementary readings will be made available during the term and posted on aula global.

6. Methodology

This course consists of a combination of theory and seminar sessions. Theory is taught in two lectures of 90 minutes per week. During 6 weeks, we will on a project during one seminar session of 90 minutes a week.

7. Schedule

Note: This schedule is tentative and may be subject to change to adapt to the needs and interests of the students in the class. Please consult Aula Global for the most up-to-date version.

Week 1

- Introduction, group assignment, course overview
- The psychology of consumer behaviour part 1

Week 2

The psychology of consumer behaviour part 2

Week 3

Evolutionary bases of consumption part 1

Week 4

Evolutionary bases of consumption part 2

Week 5

Consumer Memory

Week 6

Consumer Judgment and Choice part 1

Week 7

Consumer Judgment and Choice part 2

Week 8

Affect and Motivation

Week 9

Social influence

Week 10

Class presentations