



SUBJECT SYLLABUS

ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Consumer Behavior (552503)
PROGRAM: Marketing & International Logistics Administration, and Business Administration
Level of Study Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2015-1
VALID FOR	Valid
ACADEMIC AREA	Marketing
CYCLE	Basic
SEMESTER	Fifth
SUBJECT TYPE	Mandatory
CREDIT POINTS	2
CLASSROOM HOURS PER WEEK	2
PRE-REQUISITES	None
LANGUAGE	Spanish & English
TEACHER'S NAME	María Cristina González Saravia
COURSE DETAILS	
COMPETENCES DEVELOPED	<p>Skills to:</p> <ul style="list-style-type: none"> Interact, discuss and empathetically provide feedback to create shared meanings with internal and external customers, in order to achieve constructive relations that contribute to relational capital of a business, always considering the human dignity. Define, process, compile and disseminate information to ensure the value chain processes for the customer. Undertake a continuous search for knowledge and information through observation, experience and analysis with systematic and methodical logic aimed at expanding the knowledge field and understanding consumer behavior. <p>Abilities to:</p> <ul style="list-style-type: none"> Exceed the needs and expectations of customers, creating value when designing products and services portfolios. Identify and resolve problems early creating new strategies to respond to the dynamics of Consumer Behavior and his/her Lifestyle. Analyze and generate alternatives in order to choose the most suitable one and to ensure its implementation in a timely manner, assuming the market risk involved. Undertake a permanent quest for Consumer knowledge by researching Insights, trends, data, experimental methods, publications and all personal and interpersonal potential sources, with the aim of creating innovative product and service portfolios. Express attitudes, values and motivations that define the "Whole Being" and his/her potential to live in harmony with him/herself and in society, within the framework of ethics, fairness and respect for human dignity in the management of Consumer Behavior. Create the enabling environment in order to build cooperative relationships with other groups and individuals in various social contexts with no difference and accepting cultural diversity. Interpret and extrapolate the acquired knowledge; identify relationships between meaning and structure, understanding core concepts, and solving specific problems related to Bio-Psycho-Social and Cultural approaches of research and understanding of Consumer Behavior, its strategies and methods. Argue by applying knowledge mediated by a coherent explanation, justified from knowledge, facts and data. It means going beyond what has been learned. Formulate proposals for problem-solving, formulate hypotheses, produce new proposals, "know-how", plus create and innovate, applying all the contents of the course to the Colombian business reality through a project implemented in consumer profiling and segmentation.
COURSE CONTENTS	<p>Module 1: Syllabus introduction and evaluation of the group's expectations Module 2: Changes and challenges in Consumer Behaviour Module 3: Consumer Research Methods Module 4: Research Laboratory Module 5: Consumer segmentation and profiling Module 6: Functional value and hedonism in Consumer Behaviour Module 7: Process of Consumer perception, memory and learning. Module 8: Process of Motivation and Emotion Module 9: Consumer attitudes training and change Module 10: Situational variables and their influence on Consumer Behaviour Module 11: Purchasing behaviour of global consumer</p>

	Module 12: Personality, Self-Concept and Lifestyle Module 13: Experiences managing by learning Module 14: Models for understanding the consumer decision making process Module 15: Social and Ethical Responsibility in Consumer Behaviour understanding and management Module 16: Introducing international final project
METHODOLOGY	Workshop and Case Study
ASSESSMENT	35% Closed answer questionnaires 5% Case analysis, debates and reflection-action workshops 5% Action-research workshops 5% Recreational and experiential workshops 5% Media usage 45% Applied final project
LINKS:	
WEEKLY PLAN	Provided by request
DETAILED CONTENT	Provided by request