



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE: Consumer Behaviour (CDCO)**  
**PROGRAM: International Marketing & Logistics Administration**  
**Level of Study Undergraduate Program**

<b>GENERAL ACADEMIC INFORMATION</b>	
<b>LATEST UPDATE</b>	2014-2
<b>VALID FOR</b>	VALID
<b>ACADEMIC AREA</b>	Marketing
<b>CYCLE</b>	Professional
<b>SEMESTER</b>	Seventh
<b>SUBJECT TYPE</b>	Elective
<b>CREDIT POINTS</b>	3
<b>CLASSROOM HOURS PER WEEK</b>	3
<b>PRE-REQUISITES</b>	None
<b>LANGUAGE</b>	Spanish
<b>PROFESSOR'S NAME</b>	Carlos Jose Salgado Rohner
<b>COURSE DETAILS</b>	
<b>COMPETENCES DEVELOPED</b>	<p>The student will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop the ability to interpret and extrapolate the acquired knowledge and identify relationships between meanings and structure, understanding the core concepts and solving specific problems.</li> <li>2. Develop the ability to argue, i.e. to use the knowledge mediated by another plausible explanation, supported with knowledge, facts and data. It means going beyond learning.</li> <li>3. Develop the proactive skill to formulate proposals for problem solving, formulate hypotheses, attract new proposals, "know-how", create, innovate.</li> <li>4. Perceive oneself as part of a comprehensive whole and understand the variables of a service system and the interrelationships that shape their behaviour, in order to identify the determinants of international competitiveness, plus diagnose the environment and the critical factors impacting the organization; thus, the analysis becomes contributions to strategy formulation and implementation of effective tactics of service.</li> <li>5. Empathically interact, discuss and provide feedback to create shared meanings with customers and achieve permanent relationships that contribute to the relational capital of the company.</li> <li>6. Define, process, compile and distribute information to ensure the value chain in the processes towards the customer and be sensitive to research as well as understand customer requirements and act effectively establishing long-term relationships and adding value to processes for internal and external clients.</li> <li>7. Exceed the needs and expectations of both internal and external customers and add value to their interests and processes.</li> <li>8. Identify and solve problems early creating new ways of doing things in collective benefit. Analyze and generate alternatives in order to choose the most suitable one and ensure their timely implementation, assuming the involved risk.</li> <li>9. Accept and respect diversity among human beings and their interaction patterns in relationships. This means accepting the difference of opinion, race, religion, and social and cultural differences. All of them strengthen his values, respect and recognition of others.</li> </ol>
<b>COURSE CONTENTS</b>	<ol style="list-style-type: none"> <li>1. Module 1: Changes and challenges</li> <li>2. Module 2: Consumer research process</li> <li>3. Module 3: Market segmentation and meta-strategic market.</li> <li>4. Module 4: Consumer motivation and personality</li> <li>5. Module 5: Consumer communication and behaviour</li> <li>6. Module 6: Consumer decision making.</li> <li>7. Module 7: Ethics and social responsibility.</li> </ol>
<b>METHODOLOGY</b>	Lecture

<b>ASSESSMENT</b>	<p>In accordance to the institutional guidelines provided in the document "Comprehensive Education &amp; Tailored Education", the assessment process must be permanent, dialogical, quantitative and qualitative, plus comprehensive. Thus, the evaluation of the course will be done in three terms during the academic period through a continuous monitoring of the performance of each student in the assessed criteria. The calculation of this grade is performed as follows:</p> <p>Term I (30%): Midterm exam Independent work (Quizzes, workshops, and exercises)</p> <p>Term II (30%): Midterm exam Independent work (Quizzes, workshops, and exercises)</p> <p>Term III (40%): Final exam Final Project Independent work (Quizzes, workshops, and exercises)</p>
<b>LINKS:</b>	
<b>WEEKLY PLAN</b>	Provided by request
<b>DETAILED CONTENT</b>	Provided by request