

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Consumer Behaviour - English (552503)

PROGRAM:

Bachelor of Business Administration (BBA)

LEVEL OF STUDY:

Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Marketing				
SUBJECT TYPE	Mandatory				
LANGUAGE	English				
SEMESTER	Programme	Semester			
	BBA	5			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	32	HOURS OF INDEPENDENT/AUTONOMOUS WORK	64

LEARNING PREREQUISITES	<ul style="list-style-type: none"> English V 					
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"> National and international standards, policies, regulations and mores related to the professional field. Vocabulary and technical language to communicate in different cultural contexts. Intercultural challenges Research and/or projects with international and intercultural components. 					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	Know, understand, analyse and profile Consumer Behaviour, from a Bio-psycho-social and Cultural perspective, through research, with the purpose of designing innovative services / products and ideas and creating positioning strategies at a national and global level.					
KEY WORDS:	Consumer behavior, customer service.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO 01 ILO 04 BIMLA ILO 07 BIMLA ILO 08	Know the behaviour of the Consumer and the delivery of value.	Knowledge	Changes and challenges in consumer behaviour. Consumer research methods. Consumer segmentation and profiling.	Theoretical Class.	Formative Assessment
		Identify and understand the different theories and explanatory models of consumer behaviour processes, from an interdisciplinary	Skill		Discovery Based Learning	Formative Assessment Summative Assessment

		perspective: Bio-psycho, social and cultural in different contexts and situations.				
	ILO 03 BIMLA 08	Develop skills to work in work teams, as well as the use of the English language.	Knowledge	Functional value and hedonism in Consumer Behaviour. Consumer Perception, Memory and Learning Processes. Motivation and Emotion Processes. Training and change of attitudes in the consumer.	Theoretical Class	Formative Assessment
	ILO 06 ILO 02 ILO 05	Develop skills that allow the identification of habits, stereotypes and the Branding of each consumer.	Knowledge	Global consumer buying behaviour. Personality, Self-concept and Lifestyle. Management of experiences through learning. Social and ethical responsibility in understanding and managing Consumer Behaviour.	Theoretical Class	Formative Assessment
		Evaluate and relate the fundamental components of marketing taking into account consumer behaviour.	Skill		Discovery Based Learning	Formative Assessment
<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO 04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>ILO 06: Principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor). (NO APLICA PARA GASTRO Y ECONOMIA)</p> <p>BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p>						

BIBLIOGRAPHY	<ul style="list-style-type: none">• Shiffman L. & Wisenblit J. (2014) Consumer Behavior, Editorial Perarson. 11th. Edition.• Jany N.(2008) Investigación de Mercados , editorial Mc Graw Hill.• Hawkins D. And Mothersbaugh(2012) Consumer Behavior: Building Marketing Strategy. 12th Edition, Estudios, casos y Papers en las bases de datos de la Universidad de La Sabana: EBSCO, ISIS, GOGGLE ACADEMICS y Benchmark y Euromonitor• Documento del programa en Virtual Sabana• Guía de preguntas de reflexión - acción.• Guías de Estudio• Casos• Videos• Papers en Journal of Consumer Behavior, Journal of Consumer Psychology, Journal of Marketing, Journal of Business Research, International Journal of Hospitaly Management, International Journal ofResearch in Marketing• Libros electrónicos :• • Revistas de texto : Harvard Business , Dinero, Gestión, Gerentes P & M, Consumer Report, Consumer Behavior, Marketing Deusto,• • Recursos especiales: Videos , conferencias y foros en la red.• w.w.Worldopinión.com;globaledge.msu.edu/index.asp;w.w.w.trib.com/ NEWS• • www.yankelovich .com
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