

Program
Consumer Behavior

A. General Background

1. Academic Unit	School of Economics and Business					
2. Race	Commercial Engineering					
3. Code	EELM551					
4. Location in the mesh	Semester 1, Year 2023					
5. Credits	10					
6. Type of subject	Obligatory		Elective X		Optional	
7. Duration	Bimonthly		Semester X		Annual	
8. Weekly modules	Theoretical Classes	X	Practical Classes	X	Assistantship	
9. Academic hours	Tuition		Assistantship			
10. Prerequisite	Marketing II					

B. Contribution to the Graduation Profile

"The Commercial Engineer of the Universidad del Desarrollo is a professional trained in the field of administration, able to understand the evolution of the national and world economy, and capable of successfully performing management and business creation functions. He is characterized by his entrepreneurial capacity, leadership, and teamwork, committed to the development of the country, acting with rectitude in his academic and professional work, and prepared to face the world of work"

Consumer behavior is a subdiscipline related to the consumption activities of individuals rather than markets. It is at the crossroads of marketing, psychology, and economics. This course integrates basic concepts, models and theories that explain the purchasing and consumption behavior of customers. Therefore, the aim of this course is to understand consumer characteristics such as perception, decision processes and attitudes, and how this knowledge can be used to develop marketing strategies to influence consumer consumption.

Course Objectives

The marketing concept is consumer-oriented, integrated and goal-oriented. This course is useful because success as a marketer depends on knowing your customers, their wants, needs, motivations and capabilities, as well as knowing what factors influence people as consumers.

C. Competences and General Learning Outcomes developed by the subject

Generic Competencies	General Learning Results
<i>Analytical Capacity</i>	<ul style="list-style-type: none"> • Understand the relevance of market research as a generator of information sources to understand the consumer. • Identify and recognize the personality of the consumer, and their motivations, related to the brand and product. • Identify the different theories regarding consumer purchase learning. • Understand the relevance of the media and its relationship with the purchase decision process. • It relates the brand and all its components with consumers, and the search to meet their needs. • It explains the influence of groups on consumer buying behavior. • It differentiates lifestyles and cultural variations between different consumers. • Recognize situational influences in the purchase decision process. • Distinguish post-purchase processes related to customer satisfaction.
<i>Ability to relate concepts</i>	
Specific Competencies	
<i>Consumer behavior analysis</i>	
<i>Development of marketing strategies according to consumer behavior and new market trends</i>	

D. Content Units and Learning Outcomes

<u>Date</u>	<u>Units of Content</u>	<u>Competence</u>	<u>Assignments/ Readings</u>	<u>Learning Outcomes</u>
	Understanding the importance of customers and consumer behavior	Analytical Capacity	<u>No readings required</u>	Appreciate the importance of understanding the consumer for the success of a company.
	The consumption process: <u>Stage 1: Problem Recognition</u> The role of consumer motivation Consumer needs, values, and perceived risk	Ability to relate concepts	Required readings: Solomon: Chapter 1 Read and analyze case 1 (RENOVA) INDIVIDUAL REPORT	Introduce cutting-edge knowledge of theory and substantive findings on consumer behavior.
	<u>Stage 1: Identifying needs and motivations</u>	Consumer behavior analysis. Development of marketing strategies according to consumer behavior and new market trends.	<u>Required readings</u> Solomon: Chapters 4 and 5	Provide concepts to understand consumers' reactions to marketing stimuli. Learn to apply consumer behavior concepts when analyzing marketing problems and developing successful marketing strategies Show that with understanding comes the possibility of influence

Date	Units of Content	Competence	Assignments/ Readings	Learning Outcomes
NO FACE-TO-FACE CLASS <u>Group meetings</u> <u>DELIVERY OF GROUP WORK (VIDEO) UP TO 23H</u> <u>(VIDEO EQUALS CONTEST 1)</u>				
	<u>Stage 2: Information Search – Exposure, Attention and Recall</u>	Consumer behavior analysis. Development of marketing strategies according to consumer behavior and new market trends.	<u>Required readings</u> Solomon: Chapters 2 and 3	Provide concepts to understand consumers' reactions to marketing stimuli.
	<u>Stage 2: Knowledge, categorization and understanding</u>		<u>Required readings</u> Solomon: Chapter 8 Read and analyze case 2 Unilever Brazil	Learn to apply consumer behavior concepts when analyzing marketing problems and developing successful marketing strategies. Show that with understanding comes the possibility of influence.
	<u>Stage 3: Evaluation of Alternatives – Attitudes, Beliefs, and Intentions</u>	Consumer behavior analysis.	<u>Required Readings</u> Solomon: Chapter 7 (SAME AS THE PREVIOUS WEEK)	Provide concepts to understand consumers' reactions to marketing stimuli.
INSIGHT DAY (GROUP PRESENTATIONS)				
FERIADO NACIONAL				
	<u>Stage 3: Evaluation of Alternatives - Continuation</u>		<u>No readings required</u> Read and analyze case 3 Harley Davidson	Learn to apply consumer behavior concepts when analyzing marketing problems and developing successful marketing strategies. Show that with understanding comes the possibility of influence.
	<u>Stage 4: Election</u>		<u>No readings required</u>	

	<u>Stage 5: Purchase</u>	Consumer behavior analysis.	Read and analyze case 4 Planters Peanuts	Provide concepts to understand consumers' reactions to marketing stimuli.
	<u>Stage 6: Post-purchase</u>	Development of marketing strategies according to consumer behavior and new market trends.	Delivery of Individual Work	Learn to apply consumer behavior concepts when analyzing marketing problems and developing successful marketing strategies. Show that with understanding comes the possibility of influence.
	Consulting Day: No in-person class (online meetings)			
	<u>SHARK TANK DAY</u> : FINAL GROUP PRESENTATIONS			
	Optional consultation class (online)			
	<u>EXAMS</u>			

E. Teaching Strategies

Each class will have a space for the adoption of knowledge and theoretical models, which will be complemented by exercises, group workshops and debates, for students to participate and learn also in an interactive way, expressing their positions on certain topics, and tell their experiences and feelings in front of certain cases that will be presented in each class.

Session by means there will be an evaluation control of the previous class (which includes the chapters associated with the base book), and that of the same day of the control, and group workshops with a note will also be held every fifteen days, with the aim of evaluating if the skills sought are being achieved.

At the beginning of the semester, they will be asked to form groups of 5 or 6 students, who must work during all periods. The groups will work preparing the group workshops in classes (with and without note), essays, Contest 2.

Individual student participation in each session will also be required, which will be evaluated at the end of the semester. In this subject you must be "present-present".

Therefore, the course is structured around the following methodologies:

1. Reading of bibliographic material.
2. Exhibition methodology: work of conceptual contents with the participation of the students.
3. Case analysis.
4. Class work
5. Teamwork.

