

1. OVERVIEW

Subject Area	Consumer Psycho-Sociology
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	3º
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester (5th)
Academic Year	2024/2025
Coordinating professor	José Antonio Blázquez

2. INTRODUCTION

The success of a business's marketing strategy is dependent on its ability to understand consumer behaviour. The success of a business's marketing strategy is dependent on its ability to understand consumer behaviour. As part of this subject, students will be introduced to the mechanisms that determine the conduct of individuals as consumers of products, goods and services through the prism of psychology. It explores the consumer decision-making process and all its internal and external influences. The psychology perspective will help students to understand the influence of individual aspects on decision-making processes, while sociology will help to explain group influence on individual behaviour for the purpose of gaining a comprehensive insight into consumer behaviour. Conduct in this respect is understood from the stages prior to the buying decision, throughout the buying decision itself and even after the purchase, use and assessment of the product or service.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB3: Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions, which requires reflecting on relevant social, scientific and ethical matters.

Specific skills (CE, by the acronym in Spanish):

- CE06 - Ability to identify and understand the marketing and sales departments of a business, implement various tools at hand to manage those departments, and recognise the primary methods they use to liaise with other departments.

- CE13 - Ability to understand and analyse consumer behaviour: assess and predict behaviours and trends in the various audiences into which consumers are classified in relation to a certain product or service, both geographically and culturally, or in terms of population segments.
- CE21 - Ability to segment and select the appropriate target audience in view of the interests of individual business initiatives.
- CE25 - Ability to explore new sources of information and the procedures for applying solutions in view of the situation and the sector in question.
- CE29 - Ability to ask the right questions in relation to the anticipated objective of knowledge, with a view to formulating and adding suitable "queries" to the data storage system.
- CE31 - Ability to manage uncertainty caused by constant changes to information sources
- CE33 - Ability to draw on the necessary technical expertise to effectively operate statistical computer and other simulation tools.

Learning outcomes (RA, by the acronym in Spanish):

- RA1: Understand the buying decision process.
- RA2: Identify every stage in the buying decision process and the possible influence of marketing techniques on each of these stages.
- RA3: Identify the various internal factors of a psychological nature, and external factors of a sociological nature, which affect and determine the buying decision process.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB3, CE13,	RA1. Understand the buying decision process.
CB3, CE07, CE13, CE21, CE29, CE33.	RA2. Identify every stage in the buying decision process and the possible influence of marketing techniques on each of these stages.
CB3, CE13, CE21, CE25, CE29, CE31, CE33.	RA3. Identify the various internal factors of a psychological nature, and external factors of a sociological nature, which affect and determine the buying decision process.

4. CONTENTS

The subject is structured into learning units, which are then divided into topics (four or five topics depending on the units):

Topic 1. The Buying Decision Process.

Topic 2. Perception.

Topic 3. Learning Process: Elements, Theories, Learning and Marketing Strategies. Topic 4. Motivation and Needs.

Topic 5. Consumer Attitudes: Function, Formation, Measurement and Change.

Topic 6. Culture and Marketing: Concept, Relation, Creation and Cultural Promotion.

Topic 7. Social Group Influence: Features and Types of Social Groups. Topic 8. Neuromarketing.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture.
- Case studies.
- Problem-based learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Type of learning activity	Number of hours
Tutorials	10
Lectures	20
Asynchronous lectures	10
Debates and discussions	10
Case study analysis	14
Problem-solving	14
Oral presentations	10
Written reports and essays	20
Independent assignment	38
Knowledge tests	4
TOTAL	150 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
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Knowledge test	40%
Oral presentations	20%
Case study/problem scenario	20%
Performance observation	20%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade greater than or equal to 4.0 in the final assessment so this can be used for the average with the other activities.

7.2. Extraordinary exam period (resits)

To pass the course in the extraordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject.

In any case, you must achieve a grade greater than or equal to 4.0 in the final assessment so this can be used for the average with the other activities.

Activities not passed in the ordinary exam period, or those not delivered, must be submitted after receiving the relevant corrections from the lecturer. The professor, in any case, will have the authority to substitute and introduce activities deemed necessary to pass this part of the subject area.

8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Assessable activities	Date

The timeline may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.

This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.