

1. BASIC INFORMATION

Asignatura	CONSUMER BEHAVIOR
Titulación	MARKETING
Escuela/ Facultad	SOCIAL SCIENCES
Curso	FIRST
ECTS	6 ECTS
Carácter	MANDATORY
Idioma/s	ENGLISH
Modalidad	IN-PERSON
Semestre	SECOND
Curso académico	2025-2026
Docente coordinador	MARTÍN LÓPEZ, RAQUEL
Docentes	MARTÍN LÓPEZ, RAQUEL TEJERO MARTOS, VERÓNICA AYUSO ESTELLES, JAVIER RIHOVA, IVANA

2. INTRODUCTION

Supply, demand, and market equilibrium are the basic concepts of microeconomic analysis and, therefore, basic tools for any professional in economics and business, as well as many other disciplines. We will see during the course how these elementary concepts help us understand the implications of important current economic policy measures such as the setting of minimum wages, agricultural prices, taxes and import tariffs.

We will also study the fundamentals of market demand and supply by seeing how rational agents maximize their utility associated with the consumption of goods and services and how companies maximize profits by setting optimal levels of output or, where appropriate, prices. In fact, the conditions for profit maximization have different implications depending on whether the markets in which a company operates are more or less competitive. We will therefore analyze how different market structures, from perfect competition to monopoly, affect consumer welfare and economic efficiency.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic Competencies:

- CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to issue judgments that include a reflection on relevant social, scientific or ethical issues
- CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Transversal Competencies:

- CT04 - Written Communication / Oral Communication: Ability to transmit and receive data, ideas, opinions and attitudes to achieve understanding and action, being oral that is carried out through words and gestures and, written, through writing and/or graphic supports.
- CT05 - Analysis and problem solving: Be able to critically evaluate information, break down complex situations into their constituent parts, recognize patterns, and consider other alternatives, approaches and perspectives to find optimal solutions and efficient negotiations.

Specific Competencies:

- CE01 - Ability to understand the function of marketing instruments and their contribution to achieving the strategic objectives of the company in a national and international environment
- CE02 - Ability to understand how marketing actions should be designed based on the optimal use of the marketing mix.
- CE04 - Ability to identify market needs in order to offer solutions that can satisfy consumer expectations.
- CE20 - Ability to select the tools of the communication mix and digital marketing and networks and apply the most appropriate ones depending on the target market.

Learning outcomes:

- LO1: Understand the main concepts of consumer theory, what their purchasing decisions depend on and how from there the demand function is modeled
- LO2: Understand the main concepts of the theory of the firm, how it makes its production decision, demand for productive resources, cost structures and how the supply function is modeled.
- LO3: Understand the functioning of competitive and monopolistic markets, how prices are determined in these structures and the impact they have on society.

The table below shows the relationship between the competencies developed in the course and the learning outcomes pursued:

Competencies	Learning Outcomes
CB3, CB5, CT4, CT5, CE2, CE4, CE20	LO1: Understand the main concepts of consumer theory, what their purchasing decisions depend on and how from there the demand function is modeled
CB3, CB5, CT4, CT5, CE1, CE2, CE4, CE20	LO2: Understand the main concepts of the theory of the firm, how it makes its production decision, demand for productive resources, cost structures and how the supply function is modeled.
CB3, CB5, CT4, CT5, CE1, CE2, CE20	LO3: Understand the functioning of competitive and monopolistic markets, how prices are determined in these structures and the impact they have on society.

4. CONTENT

- Budget constraint
- Consumer preference and indifference curves
- Utility maximization and optimal choice
- Applications of demand theory
- Production and cost curves
- Cost function
- Profit maximization
- Equilibrium in perfect competition

5. TEACHING-LEARNING METHODOLOGIES

Next, the types of teaching-learning methodologies that will be applied are indicated:

- Case Method
- Cooperative Learning
- Problem-Based Learning (PBL)
- Master Classes

6. ACTIVIDADES FORMATIVAS

The following types of training activities will be carried out, along with the student's time dedication to each:

In-person Mode:

Formative Activity	Number of Hours
Master Lessons	8
Asynchronous Master Lessons	12
Independent Work	25
Oral Presentations	15
Case Analysis and Problem Solving	40
Group Participatory Activities	20
External Visits	5
Knowledge Tests	5
Tutoring	20
TOTAL	150

7. EVALUATION

The following evaluation systems and their weight on the total course grade are listed below:

In-person Mode:

Evaluation System	Weight
Knowledge Test	50%
Case Analysis and Problem Solving: Practices 1,2,4,5	20%
Reports and Writings: Practice 3	15%
Oral Presentations: Class Corrections	10%
Participation	5%

On the Virtual Campus, when you access the course, you can consult the detailed evaluation activities you need to complete, as well as the submission dates and evaluation procedures for each.

7.1. Regular Examination

To pass the subject in the ordinary call, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final test, so that it can average with the rest of the activities. It will be necessary for you to obtain a grade greater than or equal to 5.0 in the practical part, so that it can average with the final evaluation test. Practices not delivered will be graded with a grade of 0, and it will not be possible to deliver them outside the

established deadline. The minimum attendance requirement of 50% must be met in order to participate in the ordinary call.

To pass the exam, you must obtain at least 50% of the consumer part and 50% of the company part (both parts must be approved). Just as you must obtain at least 50% in each of the practical and theoretical parts.

In case of not passing the exam (obtaining a grade lower than 5.0), the student will be graded with a fail, with the grade obtained in the exam (without averaging with the rest of the evaluations) and must appear in the extraordinary call.

7.2. Extraordinary Examination

To pass the subject in the extraordinary call, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final test, so that it can average with the rest of the activities.

The practical activities not passed in the ordinary call must be delivered, after having received the corresponding corrections to them by the teacher, or those that were not delivered, before the date of the extraordinary exam. These activities will be evaluated with a maximum grade of 8.0. Activities carried out outside the classroom such as visits, events or professional talks are not recoverable. Neither are the activities that evaluate attitudes (attendance, participation and exercises and activities carried out in class). Group activities that need to be recovered must be carried out individually.

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8. SCHEDULE

This section indicates the schedule with submission dates for the course's evaluable activities:

Evaluable Activities	Date
Individual Practice 1	Week 4
Individual Practice 2	Week 6
Individual Practice 3	Week 14
Individual Practice 4	Week 16
Individual Practice 5	Week 18
Final Exam	Week 19

This schedule may be subject to changes due to logistical reasons. Any modifications will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

The bibliography for following the course is:

- Pindyck, R. y D. Rubinfeld, Microeconomía (7ª edición), Pearson_Prentice Hall
- Varian, H. (2015). Microeconomía Intermedia (9ª edición). Antoni Bosch.

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

The Educational Guidance, Diversity, and Inclusion Unit (ODI) offers support to our students throughout their university life to help them achieve their academic goals. Other pillars of our work include the inclusion of students with specific educational support needs, universal accessibility across the university's campuses, and equal opportunities.

This Unit offers students:

1. Support and monitoring through personalized advice and plans for students who need to improve their academic performance.
2. In terms of diversity attention, non-significant curricular adjustments are made, i.e., in methodology and evaluation, for students with specific educational support needs, aiming for equal opportunities for all students.
3. We offer students various extracurricular training resources to develop different competencies that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe they have made a mistake in choosing their degree.

Students who need educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the faculty, the degree, and the teaching-learning process.

The surveys will be available in the survey section of your virtual campus or via your email.

Your feedback is necessary to improve the quality of the degree.

Thank you very much for your participation.