

1. BASIC DETAILS

Course	Consumer Psycho-Sociology
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	YEAR 2
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish and English
Delivery Mode	On campus
Semester	Second semester

2. INTRODUCTION

Understanding consumer behaviour is essential to any advertising agent, 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.

This subject covers the consumer decision-making process and all its influences, of both an internal and external nature. The psychology perspective will help us to understand the influence of individual aspects in decision-making, while sociology will help us to understand the influence of groups in individual behaviour in order to be able to have an overall view of consumer behaviour.

3. SKILLS AND LEARNING OUTCOMES

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

- CB1. Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.
- CB2. Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB3. Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5. Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Transversal skills (CT, by their acronym in Spanish):

CT1 - Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

CT9 - Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

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

- CE21. Recognise the different theories and processes of the cognitive and behavioural processes applied which are involved in the advertising process.
- CE22. Have a systemic knowledge of the psychology and sociology processes of consumers in the field of advertising communication.

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

- RA1. Understand the psycho-sociological perception process involved in communication and buying decision.
- RA2. Identify each of the stages of the buying decision process and the possible influence of marketing and advertising communication techniques in each of these stages.
- RA3. Know the different internal factors of a psychological nature, and external factors of a sociological nature, which affect and determine the communication perception and buying decision process.

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

Skills	Learning outcomes
CB1, CB5	RA1. Understand the psycho-sociological perception process involved in communication and buying decision.
CB1, CB3, CB4, CB5, CT2, CT3, CT4, CE21, CE22	RA2. Identify each of the stages of the buying decision process and the possible influence of marketing and advertising communication techniques in each of these stages.
CB3, CB4, CB5, CT1, CT4, CT7, CT9, CE22	RA3. Know the different internal factors of a psychological nature, and external factors of a sociological nature, which affect and determine the communication perception and buying decision process.

4. CONTENTS

Content:

- Conscious perception of Advertising Communication
- Individual determinants of consumer behaviour
- Motivation
- Attitudes and beliefs
- Influence of the environment on consumer behaviour
- Culture
- Social groups

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning

6. LEARNING ACTIVITIES

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

On-campus:

Learning activity	Number of hours
Group tutorials	10
Lectures	24
Asynchronous lectures	6
Case study analysis	15
Problem-solving	15
Oral presentations	15
Drawing up reports and written work	15
Independent working	50
TOTAL	150

7. ASSESSMENT

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

Assessment system	Weighti
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On-campus knowledge tests	40%
Oral presentations	15%
Reports and written work	20%
Performance observation	25%

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

8. BIBLIOGRAPHY

A selection of the recommended bibliography is indicated below:

- Ariely: Predictably Irrational
- Lehrer: How We Decide.
- Lindstrom: Buyology.
- Peter & Olson: Consumer Behavior and Marketing Strategy.
- Underhill: Why we buy: The science of shopping.
- Weiss: Learning From Strangers: The Art and Method of Qualitative Interview Studies.