

1. BASIC INFORMATION

Course	Consumer Psychosociology
Degree program	Bachelor's Degree in Marketing
School	Economics, Business, and Communication
Year	1
ECTS	6 ECTS
Credit type	Basic
Language(s)	English
Delivery mode	On-campus
Semester	2
Academic year	2025-2026
Coordinating professor	José Blázquez
Professor	Diego Bravo de Urquía

2. PRESENTATION

Understanding consumer behavior is critical for any marketing strategist. This subject studies the consumer's decision-making process and all influences, both internal and external. The vision of psychology will help us to understand the influence of individual aspects in decision-making and sociology will help us to understand the influence of the group on individual behavior in order to have a complete vision of consumer behavior. This behavior is understood from the stages prior to the purchase decision, during the purchase decision itself and even after the purchase, use and evaluation of the product or service.

3. LEARNING OUTCOMES

Knowledge

- CON04. Describe the consumer's buying process, his rational and emotional behavior and his needs, from the basis of traditional economics to the new disciplines of consumer psychosociology and neuromarketing.

Skills

- HAB06. Use information and communication technologies for data search and analysis, research, communication and learning.

Competences

- CP03. Identify and describe consumer needs, developing procedures to create products and solutions to channel demand into brand offerings.
- CP09. Show ethical behaviour and social commitment in the performance of the activities of a profession, as well as sensitivity to inequality and diversity.

4. CONTENT

- Study of consumer psychology
- The purchase decision process
- Perception, attention and interpretation
- Motivation, attitudes and beliefs in the purchase decision process
- Consumer personality and lifestyles
- Culture, social groups and opinion leaders in the purchasing decision process

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master classes
- Case studies
- Cooperative learning
- Project-based learning
- Flipped learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Assessment activity	Número de horas
Master classes	10
Practical work sessions	20
Case studies	16
Written reports and documents	14
Research and projects	20
Autonomous work	60
Debates	8
In-person examination of knowledge	2
TOTAL	150

7. ASSESSMENT

The following assessment methods will be used, with the associated weight on the total grade:

Assessment activity	Weight
In-person examination of knowledge	40% - 50%
Written reports and documents	10% - 20%
Case/problem	20% - 30%
Research and projects	10% - 30%

When you access the course on the Virtual Campus, you will find the assessment activities you have to complete, as well as the delivery deadlines and assessment procedures for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at least 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at least 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This section indicates the approximate delivery dates for assessment activities to complete in this course:

Assessment activity	Date
In-person examination of knowledge	January 2026
Written reports and documents	October and December 2025
Case/problem	October and December 2025
Research and projects	November 2025

This schedule may change as a result of the ongoing activities. Students will be notified of any modification in due process and time.

9. BIBLIOGRAPHY

The following is a suggested bibliography.

- Ariely: Predictably Irrational.
- Eyal: Hooked.
- Haidt: The Anxious Generation.
- Hari: Stolen Focus.
- Kahneman: Thinking, Fast and Slow.
- Lehrer: How We Decide.
- Lindstrom: Buyology.
- Mollà: Comportamiento del consumidor.
- Peter, Olson: Consumer Behavior and Marketing Strategy.
- Schiffman, Lazar: Comportamiento Del Consumidor.
- Solomon: Comportamiento del Consumidor.
- Underhill: Why we buy: The science of shopping.
- Weiss: Learning From Strangers: The Art and Method of Qualitative Interview Studies.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to detect strengths and areas for improvement regarding the faculty, the degree program and the teaching-learning process.

The surveys will be available in the survey area of your virtual campus or through your e-mail address.

Your assessment is necessary to improve the quality of the degree program.

Thank you very much for your participation.

WORK PLAN FOR THE COURSE

HOW TO COMMUNICATE WITH YOUR PROFESSOR

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the Campus Virtual. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

SCHEDULE OF ACTIVITIES

When you access the course on the Virtual Campus, you will find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedures for each one.

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

DESCRIPTION OF ASSESSMENT ACTIVITIES

When you access the course on the Virtual Campus, you will find a description of the assessment activities you have to complete.

RUBRICS FOR ASSESSMENT ACTIVITIES

When you access the course on the Virtual Campus, you will find a description of the assessment activities you have to complete, as well as the rubrics for each one, as appropriate.

PLAGIARISM REGULATION

In accordance with the current student disciplinary regulations at Universidad Europea:

- Plagiarism, in full or in part, of intellectual works of any kind, is considered a very serious offense.
- Very serious offenses relating to plagiarism and the use of fraudulent means to pass assessment tests shall result in exclusion from the exams for the relevant period, as well as the inclusion of the offense and its details in the student's academic record.

USE OF IA REGULATION

The student must be the author of his/her work/activities.

The use of Artificial Intelligence tools (AI) must be authorised by the teacher in each assignment/activity, indicating in what way it use is permitted. The teacher will inform in advance in which situations AI tools may be used to improve spelling, grammar and editing in general. The student is responsible for clarifying the information given by the tool and duly declaring the use of any AI tool, according to the guidelines given by the teacher. The final decision on the authorship of the work and the appropriateness of the reported use of an AI tool rests with the lecturer and those responsible for the degree.