



COURSE DATA

DATA SUBJECT

Code: 35839
Name: Consumer behaviour
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	3	Second quarter
1313 - Degree in Business Management and Administration	Facultat d'Economia	4	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	Compulsory subjects in the pathway: commercial management	ELECTIVES
1313 - Degree in Business Management and Administration	Compulsory subjects in the pathway: commercial management	ELECTIVES

COORDINATION

CERVERA TAULET AMPARO

SUMMARY

The subject Consumer Behavior is a compulsory subject of the Commercial Management curricular intensification, typical of the subject Market and Consumer Knowledge. It has a semester character and consists of a total of 6 credits divided into 3 theoretical credits and 3 practical ones.

This subject is considered fundamental in the marketing specialization. There is a large volume of theoretical and empirical research that supports the development of the study of consumer behavior within the discipline of marketing. At the same time, in the last decades, business practices have undergone significant changes, which are developing in parallel with the increase in the complexity of the market. This complexity has favored, in the context of marketing, the development of the strategic aspect of marketing, which has as one of its fundamental functions the analysis and understanding of consumers. Successful marketing planning must start from consumer knowledge, hence the importance of the subject.

From this subject, it is intended that students learn to analyze and understand consumer behavior and



should be able, at the end of it, to know the main variables -internal and from their social and cultural environment- that influence their decision-making processes and consumption, also considering a context where sustainability is configured as a key variable.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

It is desirable to have knowledge of business and marketing fundamentals taught in other subjects, mainly in the subjects of Marketing and Marketing Strategy.

COMPETENCES / LEARNING OUTCOMES

1313 - Degree in Business Management and Administration

Be able to identify the external client to whom the organisation is addressed.

Be able to identify the needs of different types of customers.

Be able to relate the different elements that interact in the decisions of individuals.

Know the main models of purchasing behaviour and how to influence them.

Know the main variables that affect the behaviour of different types of consumers.

DESCRIPTION OF CONTENTS

1. TOPIC 1: Buy, have, be. The study of consumer behavior: concept, approaches and characteristics. Consumers and social welfare

2. TOPIC 2: Perception

3. TOPIC 3: Learning and memory

**4. TOPIC 4: Motivation and affection****5. TOPIC 5: Personality, lifestyle and values. The Self: Mind, Gender, and Body****6. TOPIC 6: Attitudes and persuasion****7. TOPIC 7: Income and social class****8. TOPIC 8: Groups and social media****9. TOPIC 9: Culture and Subcultures****WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	5,00
Independent study and work	25,00
Preparation of lessons	30,00
Preparation for assessment activities	20,00
Resolution of case studies	10,00
Total hours	90,00

TEACHING METHODOLOGY



The course has a theoretical and a practical approach. The development of the course is structured in a theory session and a practice session per week, 2 hours each. The methodology used in the course, the classified into two types:

- **Methodology for the theory sessions**

The technique used in the theory sessions will be participative lecture, but at all times, it will be encouraged student participation with questions, comments and suggestions. At the beginning of each session it will be made a summary of the most important aspects covered in the previous class. Students will be available in the virtual classroom, the slides of the subject so they can continue more smoothly the content being taught.

It can also be used different artworks that illustrate exemplary exhibitions.

At end of each session it will be presented a brief summary of the lesson.

- **Methodology for the practical sessions**

In the practical sessions it can be used various teaching resources: articles, case reports, activities outside the classroom, etc..

The practices will be developed individually and in groups. The group will be formed the first days of class and will be maintained throughout the semester.

All cases/practices scheduled in the practical sessions must be worked both inside and outside the classroom. It will be encouraged the search for additional material, and the correct formal presentation and display its contents. The practice developed by each group or student (according to the practice in question) must be submitted in each class in the way indicated by the teacher.

It may also be worked some written documents such as reports and articles whose objective is also to study and deepen their content, and to be a stimulus to discuss certain issues in the classroom. Working with this type of resource is basically individual, although the debate will take place in groups.

Finally, it is expected that activities can be developed both within and outside the classroom, requiring interaction with actual consumers, or generating measuring instruments on some aspect of consumer behavior, or finding information from different sources, etc .

Policy Statement: Students in the Consumer Behavior course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

EVALUATION



The evaluation of the subject is in accordance with article 6.4 of the regulations of evaluation provided by University of Valencia that indicates textually: "The overall evaluation of students can be obtained as a result of a combination of the obtained value in a final exam together with the one obtained in the different activities of continuous evaluation carried out, according to the syllabus".

The subject is assessed as follows:

1) **Theory (50%)**: consists of a written exam, on an official date proposed by the School of Economics, which will consist of a multiple choice exam. The maximum grade that can be obtained in the theory exam is 5. The minimum grade to pass this part is 2.5. If a minimum of 2.5 points is not obtained in this part, it will not be added to the practical mark. If the theoretical part is passed and the practical part is failed, the theory mark can be saved for the second call. This activity is RECOVERABLE.

2) **Practice (50%)**: consists of continuous assessment based on individual and/or group completion of the programmed activities that will be developed throughout the course, as well as the presentation and defense of these in class on the scheduled date/s. To grade the practices, their correct execution will be taken into account, as well as the student's interest, participation in class and active involvement in the group during the sessions. These activities are NON-RECOVERABLE since "due to their nature, it is not possible to design a test that assesses the acquisition of the learning results in the second call" (article 6.5 of the aforementioned regulation). The maximum grade that can be obtained in the continuous assessment is 5. The minimum mark to pass this practical part is 2.5. If a minimum of 2.5 points is not obtained in this part, it will not be added to the theory mark. In the event of passing the practical part and failing the theoretical part, the practice mark may be saved for the second call.

IMPORTANT NOTES REGARDING EVALUATION:

1. It is necessary to pass the theoretical part **separately** (obtaining at least 2.5 points) and the practical part (obtaining at least 2.5 points) in order to pass the course. The student who, for a justified documentary reason (e.g. employment contract with a schedule incompatible with attendance at practical sessions) (internship agreement is not allowed) cannot be assessed continuously of the practices, you must communicate it and justify it properly to the teacher before February 14 to have the option of being evaluated in the practical part by submitting all of them on the day of the exam - in a single pdf document - and a final exam of the practices that will be scored out of a total of 5 points.
2. **Non-attendance at the practical sessions** for an unjustified reason does not give the right to be evaluated in the practical part through continuous assessment, since this continuous assessment of the practical part is NOT RECOVERABLE. In any case, students may not miss more than 3 practical sessions - justified or not - if they wish to be evaluated continuously. If this number of absences is exceeded or the continuous assessment is not passed, they will go to the exam and will be evaluated in the following way: mandatory delivery in a single pdf document of the practices solved individually on the date of the exam and a practice exam that will be evaluated out of 5 points.

Grades on the assessment reports:



- In the case of students who have failed both parts, theory and practice, the highest failed grade will be recorded in the report.
- In the case of students who have failed one part and passed the other, the grade for the failed part will be recorded in the report.

STATEMENT OF POLICY ON THE USE OF ARTIFICIAL INTELLIGENCE: Students in the Consumer Behavior course are encouraged to responsibly use artificial intelligence (AI) tools for the analysis and research of information, maintaining academic integrity and complying with ethical and legal standards.

REFERENCES

- Solomon R. (2017), *Comportamiento del Consumidor*. Pearson. 11 ed. Solomon R. (2020), *Consumer Behavior*. Pearson. 13 ed.
- Alonso Rivas J.; Grande Esteban I. (2017). *Comportamiento del Consumidor. Decisiones y estrategia de marketing*. 8ª ed. Esic. Aya Pastrana, N., Obregón, R. (2023), *Harnessing the power of social marketing for sustainable development*. *Int Rev Public Nonprofit Mark* (2023). <https://doi.org/10.1007/s12208-023-00382-6>. Brooks, J. (2014), *The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving*. Wiley (disponible online). Fernández Cavia, J. (2018), *El consumidor adolescente*. Universitat de València (disponible en línea). Galán-Ladero, M.; Alves, H. (2019), *Case Studies on Social Marketing: A Global Perspective*. Springer (disponible en línea). Gavilán, D. ; Martínez G.; Fernández-Lores, S. (2023), *Mala conducta. El lado oscuro del usuario digital*. Esic. Klafke, R.V., Gomes, P.M., Junior, D.M. et al. *Engagement in social networks: a multi-method study in non-profits organizations*. *Int Rev Public Nonprofit Mark* 18, 295315 (2021). <https://doi.org/10.1007/s12> Middlemiss, L. (2018), *Sustainable consumption: key issues*. Abingdon. Routledge.