

**The New Consumer**

Code: 43402  
ECTS Credits: 6

Degree	Type	Year	Semester
4314947 Strategic Planning in Advertising and Public Relations	OB	0	1

**Contact**

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**Use of Languages**

Principal working language: spanish (spa)

**Teachers**

Nicolás Lorite García

Juan José Perona Páez

Jordi Morató Bullido

Pere Navalles Villar

**External teachers**

Ferran Cros

Gemma Cernuda

José Maria Batalla

Lluís Casas

**Prerequisites**

The ones contemplated in the master's teaching plan.

**Objectives and Contextualisation**

It is expected that by the end of the master's degree students will be able to:

- Identify the different types of consumers and consumers from the persuasive and psychological point of view.
- Analyze the behavior habits and needs of consumers and consumers under the perspective of "Shopper understanding studies".
- Know the new consumer trends and emerging segments.
- Strategically apply persuasive communication aimed at the new "consumer" and consumer model.

**Competences**

- Analyse the main consumer behaviours.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.

- Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

## Learning Outcomes

1. Become familiar with the professional routines of strategic planning in advertising and PR, based on working in teams.
2. Identify the most suitable advertising for the new consumers.
3. Integrate the different disciplines in the study of consumer behaviour.
4. Know the ethical boundaries that researchers must take into account in their approach to consumers.
5. Segment consumers on the basis of their habits, lifestyles, needs, gratifications and motivations.
6. Work on the productive skills of scientific teams conducting research into communication, which require collaboration and teamwork.

## Content

The contents of the module are grouped in the following sections:

- Consumers and Consumers Statute from the point of view of communication.
- Consumers and consumers: characteristics and typologies. Habits and behavior. Needs and desires: "Shopper understanding studies".
- Gender stereotypes, Branding and Communication in women.
- Psychological models of consumer and consumer behavior.
- New consumers and consumers.
- Management of emotions in persuasive communication.
- Anthropological approach: the creation of identity through consumption.
- Consuming from the social responsibility of brands versus "Green Washing".
- Emerging segments and new consumer trends.
- Efficiency of strategic communication between the new consumer and the new consumer.

## Methodology

The teaching methodologies of the module are:

- Master classes.
- Problem solving classes (cases).
- Tutorials.
- Study and personal work.
- Preparation of works.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master Classes	30	1.2	1, 4, 2, 3
Problem solving (cases)	14	0.56	5, 2, 6
Type: Supervised			
Tutorials	7	0.28	1, 5, 4, 2, 3, 6
Type: Autonomous			
Elaboration of works	40	1.6	5, 2, 6

## Assessment

The evaluation activities will consist of:

- The elaboration of individual or group works (50%)
- The oral presentation of Works (30%)
- Conducting assimilation tests of contents and processes (25%)

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Elaboration of works	50%	3	0.12	1, 4, 3
Oral presentation of works	30%	3	0.12	2, 6
Process tests	25%	2	0.08	5, 4, 3

## Bibliography

### Bibliografia bàsica:

Aljure, Andrés. (2016). *El plan estratégico de comunicación*. Barcelona: UOC.

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Batalla, José Maria (2013). *Las marcas buenas venden más y las buenas personas duermen mejor*. Barcelona: Plataforma empresa.

Barletta, Marti (2006). *Marketing to Women*. USA: Dearborn Trade Publishing.

Cernuda, Gemma (2014). *Ellas deciden*. Barcelona: Empresa activa.

Chavez, Brenda (2017). *Tu consumo puede cambiar el mundo*. Barcelona: Península.

Morató, Jordi (2011). *Comunicació i estratègia. L'empresa vista a través de les ulleres de la comunicació*. Barcelona: UOC.

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Saez, Patricia y Pareras, Luis (2011). *Capitalismo 2.0. El poder del ciudadano para cambiar el mundo*. Barcelona: plataforma Empresa.

Sinek, Simon (2013). *La clave es el por qué*. Barcelona: Península.