



Universitat Autònoma
de Barcelona

The New Consumer

Code: 43402
ECTS Credits: 6

2023/2024

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

Contact

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Teachers

Nicolás Lorite García

Albert Vinyals Ros

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External teachers

Lluís Casas Esterich

Teaching groups languages

Principal working language: spanish (spa)

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.
- Know the representation of diversity in advertising and its intercultural dynamizing effects.
- Identify the function of social advertising as a transformative entity and its effects on consumer awareness in their collaboration on key issues such as childhood vulnerability and syphilis.
- Know how organizations define their corporate purpose aligned with those actions and/or communications that are articulated in favor of women, as potential consumers, with messages that empower women and girls.
- To understand the identity dialectics between ads and consumers to create persuasive messages.
- To identify different effects that bias advertising interpretation.

Learning Outcomes

1. *Become familiar with the professional routines of strategic planning in advertising and PR, based on working in teams.*
2. *Identify and be able to analyse the structure causes and effects of violence against women and other gender violence.*
3. *Identify the most suitable advertising for the new consumers.*
4. *Integrate the different disciplines in the study of consumer behaviour.*
5. *Know and use the contributions of women and gender studies in the discipline.*
6. *Know how to carry out an adequate and informative treatment of sexist violence, excluding elements which could create unhealthy interest and avoiding banality.*
7. *Know how to collect, systematise, conserve and disseminate information about women, works written by women, documents referring to the laws and policies of equality and those generated by research into gender studies, evaluating gender bias which may be included in existing searches and descriptors.*
8. *Know how to distinguish in theoretical and empirical analyses the effects of sex and gender variables.*
9. *Know how to identify the intersection of gender inequality with other inequalities (age, class, race, sexuality and identity/gender expression, functional diversity etc.).*
10. *Know how to use inclusive and non-sexist language.*
11. *Know the ethical boundaries that researchers must take into account in their approach to consumers.*
12. *Segment consumers on the basis of their habits, lifestyles, needs, gratifications and motivations.*
13. *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.*
- *Social consumer trends. Prospective.*
- *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.*
- *Inclusive communication strategies from the function of advertising as a social transformation entity.*
- *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.*

NB: The contents of the course will be sensible to the aspects concerning gender perspective.

Competences

- *Analyse the main consumer behaviours.*
- *Analyse the main consumer behaviours.*
- *Be able to evaluate inequalities for reasons of sex or gender to design solutions.*
- *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.*
- *Be able to assess the persuasive power of advertising messages based on consumer characteristics of different natures (psycho-sociological) and relevance (major-minor).*

Methodology

The teaching methodologies of the module are:

- *Master classes.*
- *Problem solving classes (cases).*
- *Tutorials.*
- *Study and personal work.*

- *Preparation of works.*

Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Master Classes	18	0,72	1, 11, 3, 4
Problem solving (cases)	16	0,64	12, 3, 13
Type: Supervised			
Tutorials	7	0,28	1, 12, 11, 3, 4, 13
Type: Autonomous			
Elaboration of works	45	1,8	12, 3, 13
Personal study	56	2,24	1, 11, 4, 13

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%)*

The final grade of the module is obtained from the weighting of the grades obtained from the works and tests of the teaching staff, according to the hours taught.

Assessment activities

Title	Weighting	Hours	ECTS	Learning outcomes
Elaboration of works	50%	4	0,16	1, 12, 11, 5, 3, 2, 4, 8, 6, 10, 9, 7, 13
Oral presentation of works	30%	2,5	0,06	1, 12, 11, 5, 3, 4, 8, 6, 10, 9, 7, 13
Process tests	20%	2,5	0,1	1, 12, 11, 5, 3, 2, 4, 8, 6, 10, 9, 7, 13

The student who performs any irregularity (copy, plagiarism, identity theft,...) will qualify for this evaluation act. In cases where various irregularities are produced, the final qualification of the subject will be 0.

Bibliography

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

de Fina, A., Schiffrin, D. & Bamberg, M. (2006), *Discours and identity*. Cambridge University Press.

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Schiffman, L. G., & Kanuk, L. L. (2005). *Comportamiento del consumidor*. Pearson Educación.

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

Turow, J. (2012). *The daily you: How the new advertising industry is defining your identity and your worth*. Yale University Press.

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Software

No specific software