

Degree	Type	Year
Marketing	OB	1

Contact

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Teachers

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

No requirements.

Objectives and Contextualisation

Block I: Sociology of Consumption (part A and B)

1. Knowledge and visualization the characteristics of consumer society.
2. Understanding the explanations on consumer behaviour from different theoretical perspectives.
3. Understanding the link between class, gender, life cycle and consumption practices.

Block II: Social Psychology of Consumption (part C and D)

1. Identify the role of consumers in society and argue the consumer society.
2. Know what the social Psychology of consumption: evolution, theories and methodologies.
3. Understand the symbolic dimension that characterizes the phenomenon of consumption.
4. Identify main phenomenons and processes that allow us to understand the consumer behavior in our social and cultural environment.

5. Know the current demographic and socioeconomic environment.
6. Analyze, interpret and predict social changes through the analysis of the present.
7. Acquire knowledge of social psychology concerning the formation of identity, group behaviour, social change and the formation of attitudes, which help to understand the role of citizens as consumers.
8. To reflect on the relevance of consumption as praxis of relationship and identity generation in contemporary society.
9. Examine new perspectives and critical lines in the practice and resignification of consumption.
10. Define with accuracy and know how to explain the main psychological processes that influence the purchase act.
11. Identify and disaggregate the operation of decision making, in the act of purchase.

Learning Outcomes

1. CA06 (Competence) Build psychosocial profiles of consumers suitable for current marketing strategies.
2. CA07 (Competence) Contrast consumer trends taking into account their values and psychosocial characteristics for the development of products or services and marketing campaigns.
3. KA07 (Knowledge) Identify the main sociological and psychological concepts and theories that underlie consumer behaviour.
4. KA08 (Knowledge) Describe the sociocultural and psychological influences that affect consumers' purchasing decisions in today's society.
5. KA09 (Knowledge) Describe how new social and cultural values influence consumers' decision-making processes and purchasing behaviours in different contexts and markets.
6. SA06 (Skill) Apply psychological concepts such as perception, motivation and personality in the study of consumer behaviour to predict consumer preferences and choices.
7. SA07 (Skill) Analyse the influence of the media and advertising on the formation of consumer attitudes and values from a sociological and gender perspective.

Content

SECTION I: SOCIOLOGY CONSUMPTION

Part A: Sociological Bases of the study of consumption. (2.5 ECTS)

1. Genesis, Creation and Structures of the consumer society.

-Historical, economic and social aspects of the consumer society.

-Approach to historical development.

2. Theoretical perspectives of consumption: consumer in the economic theory.

-Symbolology and consumption. Structuralism.

-Production and consumption: working processes and consumption practices.

-Desire, identity and consumption. The "postmodernism" theorists.

Part B: Consumer social profiles. (2.5 ECTS)

3. Social class as the structuring axis of consumption.

- Social stratification.

- Analysis of the impact on the consumption.

4. Gender as the structuring axis of consumption.

- Identity and gender role

- Gender Studies

- Analysis of the impact of the gender in the consumption.

5. Life cycle of individuals as a structuring axis of consumption.

- Stages or phases of an individual's life.

- Life cycle studies.

- Effects on consumption.

SECTION II: PSYCHOLOGY CONSUMPTION

Part C: Psychological Bases of the consumer. (2.5 ECTS)

6. Consumer analysis.

- The economic psychology and the relations between psychology and economy.

- Psychosocial approach: social psychology as discipline, general characteristics and main orientations

7. Consumption as a dominant praxis in the global society.

- Environment.

- The 3 eras of the consumer society.

- From the Homo economicus to the Homo consumers.

- Prospective. Evolution of the environment, forecasting and planning.

- Social tendencies: trend cycles.

- Habits of consumption.

Part D: Consumer psychological processes. (2.5 ECTS)

8. Cognitive functions and psychological processes.

- Attention and perception.

- Learning and memory.

- Motivation, emotion and attitude.

- Thoughts.

9. Purchasing decision making process.

- intuitive, emotional, heuristic and instinct decisions.

- The evaluation of the product.

-Purchase decision.

-Postpurchase Process.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	75	3	
Type: Supervised			
Practices in class	50	2	
Type: Autonomous			
Individual tasks	100	4	

The lectures are participatory. First, the master lesson is made by the teacher where students can intervene to comment and contribute ideas. The second part of the class is practices in which they discuss advertising, campaigns Marketing and some practical anomalous experiences, in relation to the topic.

Annotation: 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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Project	50	15	0.6	CA06, CA07, KA07, KA08, KA09, SA06, SA07
Test	50	10	0.4	CA06, CA07, KA07, KA08, KA09, SA06, SA07

General rules for evaluating modules

This module is structured in different parts. Each part is in charge of different teachers. The final grade of the module consists of the average of the points of each subject or part. It is considered that the module has been approved if:

1. the grade of each part of the module is greater than or equal to 5 (on a scale of 0 to 10) and
2. the final grade of the module is greater than or equal to 5 (on a scale of 0 to 10)

If the module is not approved, master coordination will offer the student the possibility of re-evaluating only one part or several parts in order to pass the module according to the assessment of the teachers of the modules

and master commission. If the student approves the re-evaluation, the maximum grade that will be obtained in the reevaluated part will be 5. The calendar of the re-evaluations will be made public along with the list of notes of the module.

If the student does not attend at least 80% of the face-to-face classes (a control will be kept with a signature sheet) or if the student does not perform at least 50% of the continuous assessment activities, the student will have a grade "Not Evaluated". Each teacher will specify in this guide how they will evaluate the students. If not specified in the guide, those evaluation standards will be delivered on the first day of class in writing.

In order to successfully pass the CONSUMER BEHAVIOR module, it is necessary to carry out tests, as well as to demonstrate sufficiency in the project proposed in class (analysis of a market trend, from a sociologic point of view and applied in the same).

Specifically, the final evaluation of the module will be based on the following criteria:

- Project (50%): This criterion is configured with four deliveries of 12.5% each (two in the Block I -consumption sociology- 25% and two in the Block II -sociology of consumption- 25%).
- Exams (50%): This criterion is configured with two tests of 25% each one (one in the Block I -consumption sociology-25% and one in the Block II -sociology of consumption- 25%).

Single Assessment Test

There will be a written exam, which will consist of two parts each referring to one of the two blocks that make up the module.

Each part of the exam will have an assessment, which will be equivalent to 50% of the grade. And it must be approved to be able to average the two parts.

The student's presence is mandatory on the day of the single assessment. The date will be the same as that of the final exam that appears in the assessment calendar published by the Faculty of Economics and Business.

The same recovery system will be applied as for the continuous assessment, i.e. the repetition of the test.

The review of the final qualification follows the same procedure as for the continuous assessment.

Bibliography

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BLOCK II: SOCIAL PSICOLOGY OF THE CONSUMPTION (Part C & D)

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Software

TEAMS

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	30	Spanish	first semester	afternoon