

Degree programme	Type	Course
Marketing	OB	1

Contact lecturer

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Teaching staff

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Group languages

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

Prerequisites

No requirements.

Objectives

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

1. Know and recognise the characteristics of consumer societies.
2. Understand explanations of consumer behaviour from different theoretical perspectives.
3. Understand the links between class, gender, life cycle and consumption practices.

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

1. Identify the role of consumers in society and explain why we speak of a consumer society.
2. Know what the social psychology of consumption is: its evolution, theories and methodologies.
3. Understand the symbolic dimension that characterises consumption as a phenomenon.
4. Identify the main phenomena and group processes that allow us to understand consumer behaviour in our social and cultural environment.
5. Know the sociodemographic and socioeconomic environment in which professional practice will take place.
6. Know, interpret and anticipate social change through the analysis of current events.
7. Acquire knowledge of social psychology concerning identity formation, group behaviour, social change and attitude formation, which helps to understand the role of citizens as consumers.
8. Reflect on the relevance of consumption as a praxis of relation and identity generation in contemporary society.
9. Examine new perspectives and critical lines in the praxis and resignification of consumption.

10. Accurately define and explain the main basic psychological processes that influence the act of purchase.
11. Identify and break down the decision-making process involved in the act of purchase.

Learning outcomes

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

Contents

BLOCK I: SOCIOLOGY OF CONSUMPTION

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

- Genesis, constitution and structures of consumer society.
- Historical, economic and social aspects of consumer society.
- An approach to its historical development.
- Theoretical perspectives on consumption.
- The consumer in economic theory.
- Symbolism and consumption. Structuralism.
- Production and consumption: labour processes and consumption practices.
- Desire, identity and consumption. The theorists of "postmodernity".

Part B: Social profiles of the consumer (2.5 ECTS)

- Social class as a structuring axis of consumption.
- Social stratification.
- Analysis of its impact on consumption.
- Gender as a structuring axis of consumption.
- Gender identity and gender roles.
- Gender studies.
- Analysis of the impact of gender on consumption.
- The individual life cycle as a structuring axis of consumption.
- Stages or phases of an individual's life.

- Life-cycle studies.
- Effects on consumption.

BLOCK II: SOCIAL PSYCHOLOGY OF CONSUMPTION

Part C: Psychological foundations of the consumer (2.5 ECTS)

- Analysing the consumer.
- Economic psychology and the relationship between psychology and economics.
- The psychosocial approach: social psychology as a discipline, general features and main orientations.
- Consumption as a dominant praxis in global society.
- The demand environment.
- The three eras of consumer society.
- From *homo oeconomicus* to *homo consumens*.
- Foresight: environmental change, forecasting and planning.
- Social trends: trend cycles.
- Consumption habits.

Part D: Psychological processes of the consumer (2.5 ECTS)

- Cognitive functions and basic psychological processes.
- Attention and perception.
- Learning and memory.
- Motivation, emotion and attitude.
- Thinking.
- The purchase decision-making process.
- Intuitive, emotional, heuristic and instinctive decisions.
- Product evaluation.
- The purchase decision.
- The post-purchase process.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Practices in class	50	2	CA06, CA07, KA07, KA08, KA09, SA06, SA07
Individual tasks	100	4	KA07, KA08, KA09, SA06, SA07
Lectures	75	3	CA06, CA07, KA07, KA08, KA09, SA07

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	Weight	Hours	ECTS	Learning outcomes

Test	50	10	0.4	CA06, CA07, KA07, KA08, KA09, SA06, SA07
Project	50	15	0.6	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 sociological 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%).

IRREGULARITIES IN THE DEVELOPMENT OF EVALUATION ACTIVITIES:

The completion of assessment activities is subject to the provisions set out in this course guide and in the "[Policy of the School of Economics and Business on the Detection of Irregularities during Assessment Activities](#)", which regulates the conditions under which assessment tasks are conducted and the procedures applicable in cases where indications of irregularities are detected. Students are encouraged to consult the policy.

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.

Use of Artificial Intelligence (AI)

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

BLOC I: SOCIOLOGIA DEL CONSUMO (Parts A i B)

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BLOC II: PSICOLOGIA SOCIAL DEL CONSUM (PART C i D)

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Software

If necessary, Teams will be used.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TEm) Theory (master)	30	Spanish	first semester	afternoon