1. **CAREER**: BACHELOR´S DEGREE IN ADVERTISING

2. **SUBJECT/ SEMINAR/ACADEMIC OBLIGATION**: CONSUMER BEHAVIOUR

3. **ACADEMIC YEAR**: 2017

4. **HEADQUARTERS**: DOWNTOWN

5. **PROFESSORS**: Lic. Laura Vaillard

6. **TIME ALLOCATION**:
   - Weekly: 4 hours.
   - Total: 72 hours. (Semester)

7. **SUBJECT FOUNDATION/CAREER SEMINAR**:

8. **AXIS/AREA IN WHICH THE SUBJECT IS FOUND /CAREER SEMINAR**: The New Media assignment is an orientative core subject found in the second year of the Bachelor’s degree in Social Communications. It inscribes itself into the study plan as a subject if the Advertising axis.

9. **SUBJECT OBJECTIVES/SEMINAR**:
   1. To train the students in the area of Consumer behavior using basic knowledge.
   2. To help them interconnect the other subjects to this one, applying concepts already learned from psychology, market research, sociology, communications,
   3. To help recognize the role of the advertiser and his field of action inside the process of research of the consumer’s behavior.
   4. To motivate them into behaving ethically as they acquire this knowledge and information.

10. **THEMATIC UNITS, CONTENT, BIBLIOGRAPHY BY THEMATIC UNIT**:
    **Unit 1: PSYCHOLOGY AND MARKETING**
    1.1 The behavior of the consumer as the Advertising´s and Marketing´s discipline.
    1.2 The consumer as part of the communication and product selection process.
    1.3 Consumer behavior. Theories.

BIBLIOGRAPHY
SCHIFFMAN, L. Y LAZAR KANUK, L. Comportamiento del consumidor, México, Pearson Education, México 7ma Ed. 2001
SOLE MORO, ML Los consumidores del siglo XXI, Madrid, ESIC, 2002

Unit 2 INTERNAL INFLUENCES OF THE CONSUMER
2.2 Personality
2.2 Desires and Motivations
2.3 Feeling and perception
2.4 Learning and memory
2.5 Attitudes and change of attitudes
2.6 Emotions

BIBLIOGRAPHY
SCHIFFMAN, L. Y LAZAR KANUK, L. Comportamiento del consumidor, México, Pearson Education, México 7ma Ed. 2001
SOLE MORO, ML Los consumidores del siglo XXI, Madrid, ESIC, 2002

Unit 3 EXTERNAL INFLUENCES OF THE CONSUMER
3.1 Social groups
3.2 Social classes
3.3 Influence of culture
3.4 Influence of sub-cultures
3.5 Lifestyles
3.6 Segmentation

BIBLIOGRAPHY
SCHIFFMAN, L. Y LAZAR KANUK, L. Comportamiento del consumidor, México, Pearson Education, México 7ma Ed. 2001
SOLE MORO, ML Los consumidores del siglo XXI, Madrid, ESIC, 2002

Unit 4 THE XXI CENTURY CONSUMER
4.1 New social tendencies
4.2 The importance of the environment
4.3 New values
4.4 Consumer research

BIBLIOGRAPHY
SCHIFFMAN, L. Y LAZAR KANUK, L. Comportamiento del consumidor, México, Pearson Education, México 7ma Ed. 2001
SOLE MORO, ML Los consumidores del siglo XXI, Madrid, ESIC, 2002

Unit 5 CHOICE BEHAVIOUR OF THE BUYER
5.1 The buyer, the active agent of decision making.
5.2 The consumer and the information.
5.3 The consumer and Advertising
5.4 Satisfied and unsatisfied buyers.

BIBLIOGRAPHY
11. METHODOLOGICAL RESOURCES:
The subject, which duration is of a year, presents a methodology based on determining the understanding of the characteristics of the different consumers facing the stimuli of the Brand.

The study and incorporation of theoretical knowledge will be evaluated through practical labs applied to the analysis of different cases, partial exams and the participation of students as well as their comments in class throughout the year.

The assistance of specialized professors will be foreseen, so that they can lecture on the different topics addressed during class. And will be there to answer any questions on the topics discussed.

12. MODE OF EXAMINATION:
A written exam on the theoretical contents seen in class towards the end of the first semester. By numeric grade.

Practical labs of resolution and case studies, and it will be graded.
Integrating practical labs, consistent with the design of an integral ad campaign for de development of a product, with a complete marketing plan.

75 % of class attendance.

13. ASSESSMENT SCHEME AND FINAL EVALUATION:
According to the article 24, subsection b) of the General regulations for undergraduate and graduate studies, the course will be passed without having to take a final exam if the student gets an 8 (eight) or above that score.

FINAL EXAM: Theoretical exam/practical according to the contents viewed during the course.

14. COMPLEMENTARY BIBLIOGRAPHY:
ARTICULOS DE REVISTA MERCADO, GESTION, ADLATINA, DIARIOS CLARÍN LA NACIÓN.

15. TEACHER’S SIGNATURE:
16. DIRECTOR OF THE DEPARTMENT OF ADVERTISING’S SIGNATURE: