

DEGREE IN: **ADVERTISING AND PUBLIC RELATIONS**

1. GENERAL DETAILS OF THE SUBJECT

Name: **SALES PROMOTION AND CONSUMPTION**

Level: FOURTH

Semester: FIRST

Type (Basic/Compulsory/Elective subject): Elective

Weekly class hours: 4

Credits (ECTS): 6

Year of Study Programme: 2010

Lecturer: María Ángeles González Cobreros

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2. DESCRIPTION

The cognitive versus behavioural approach to consumer analysis is compared and evaluated. The understanding of consumers and their behaviour will enable students to have a greater understanding of target customer segmentation and product/brand positioning for the development of product, pricing, distribution and marketing communication strategies. Various sub-cultures will be studied based on age, ethnicity, gender and lifestyle values. Perception of the self and brands is considered along with the social issues of attitudes, behaviour, beliefs and personality and its longer-term impact on consumer learning. The subject offers an introduction to the psychology of the consumer, and the impact that this has for the marketer in creating, developing and delivering customer-valued products and services.

3. SITUATION

Previous knowledge and skills:

Marketing knowledge are recommended but not mandatory.

Recommendations:

Students should bring their own laptop to lessons

4. OBJECTIVES AND COMPETENCIES

The main goal of this subject is to provide students with a global understanding of Consumer Behaviour nowadays, analyzing all internal and external influences as well as how advertising and other commercial techniques will influence upon it.

This subject develops knowledge and skills to link theories of customer behaviour to marketing decision making and thus to the advertising tools. It provides approaches that allow advertisers to make informed decisions about the design and implementation of marketing strategies that are influenced by and, in turn, affect customer behaviour and experiences.

On successful completion of this subject students will be able to:

- To understand more fully the dynamics of consumer behavior and its relevance to the advertising industry.
- To comprehend the nature and complexity of the internal and external influences upon consumer buying behavior.
- To analyze the consumer buying process and its outcomes.
- To discuss relevant research articles within consumer behavior.
- To apply the principles discussed in class to actual case situations.
- To develop analytical and communicative skills.

GENERAL COMPETENCIES

- Apply the knowledge gained from consumer behaviour to the development of an effective consumer marketing program.
- Critically analyse and evaluate the effects of various internal, external and situational factors on the behaviour or behavioural change of consumers;
- Compare and contrast consumer decision making across a range of buyer involvement situations and demonstrate the impact of consumption on society, environment and business;
- Examine the dark side of consumer behaviour and the related impact on consumption behaviour and society;
- Examine ethical issues as they relate to consumer activities.

SPECIFIC COMPETENCIES

Specific skills will be the same as the generics but mainly from the point of view of the Advertising and Public Relations Industry.

5. COURSE CONTENTS OR THEMATIC SECTIONS

1. Introduction
2. Foundations of consumer behaviour
3. Types of Promotion

6. LIST OF TOPICS

INTRODUCTION CHAPTER. MARKET RESEARCH AND CONSUMER BEHAVIOUR

- Main Goals in Consumer Behaviour Research
- Steps in a research project

SECTION 1 FOUNDATIONS OF CONSUMER BEHAVIOR

Chapter 1 Buying, Having, and Being: An Introduction to Consumer Behavior
Chapter 2 Decision Making and Consumer Behavior
Chapter 3 Cultural Influences on Consumer Decision Making
Chapter 4 Consumer and Social Well-Being

SECTION 2 INTERNAL INFLUENCES ON CONSUMER BEHAVIOR

Chapter 5 Perception
Chapter 6 Learning and Memory
Chapter 7 The Self
Chapter 8 Attitudes and Persuasion

SECTION 3 EXTERNAL INFLUENCES ON CONSUMER BEHAVIOR

Chapter 9 Group and Situational Effects on Consumer Behavior
Chapter 10 Consumer Identity I: Sex Roles and Subcultures
Chapter 11 Consumer Identity II: Social Class and Lifestyles
Chapter 12 Networked Consumer Behavior: Word-of-Mouth, Social Media, and

SECTION 4 CONSUMER BEHAVIOUR AND PROMOTION STRATEGIES

Chapter 13. Consumer behaviour and promotion strategies

7. METHODOLOGY AND TEACHING TECHNIQUES

SCENARIO A. FACE-TO-FACE

There will be used three main methodologies to the theoretical part: master classes, case studies and practical analysis. They will be supported by the use of the debates, lectures and digital presentations, and also through the basic and specific bibliographies recommended by the teacher. These digital materials will be at the students' disposal for their use as guides during the lectures. These materials will be available to the students via the virtual learning platform, as well as any other ways, which may be considered safe and efficient to this goal. Students must be aware that these digital presentations, by

themselves, do not replace the following of the lectures with interest and spirit of participation. Instead, this visual material attempts to offer the results of synthesis and ordering of theories, models, and analysis methodologies in an agile and efficient way.

TEACHING TECHNIQUES: Master Class and discussion, tutorial session, practical lessons and reading test

SCENARIO B. HYBRID

There will be used two main methodologies to the theoretical part: master classes, case studies and practical analysis. They will be supported by the use of the debates, lectures and digital presentations, and also through the basic and specific bibliographies recommended by the teacher. These digital materials will be at the students' disposal for their use as guides during the lectures. These materials will be available to the students via the virtual learning platform, as well as any other ways, which may be considered safe and efficient to this goal. Students must be aware that these digital presentations, by themselves, do not replace the following of the lectures with interest and spirit of participation. Instead, this visual material attempts to offer the results of synthesis and ordering of theories, models, and analysis methodologies in an agile and efficient way.

Presential classes will be focused on the case studies and practical analysis, whereas online classes will be focused on explaining the theoretical concepts. Some students will physically attend the class whilst some other students will do it online.

SCENARIO C. VIRTUAL

There will be used two main methodologies to the theoretical part: online master classes, case studies and practical analysis. They will be supported by the use of the online debates, lectures and digital presentations, and also through the basic and specific bibliographies recommended by the teacher. These digital materials will be at the students' disposal for their use as guides during the lectures. These materials will be available to the students via the virtual learning platform, as well as any other ways, which may be considered safe and efficient to this goal. Students must be aware that these digital presentations, by themselves, do not replace the following of the lectures with interest and spirit of participation. Instead, this visual material attempts to offer the results of synthesis and ordering of theories, models, and analysis methodologies in an agile and efficient way.

8. ASSESSMENT CRITERIA

SCENARIO A. FACE-TO-FACE

OPTION A

The evaluation system will be continuous, that is, learning will be controlled during the teaching/learning process and not only at the end of it. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

Attendance & Participation

Regular attendance (80% minimum) and participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.

Assignments and Individual work. (20%)

In class / out class assignments both individual and in pairs or teams. The class will be divided into teams that will take turns in presenting and explaining the main arguments of the day's readings to the entire class.

Final project. (60%)

Individual project.

In-class Tests (20%)

Knowledge and understanding. They might be considered for the final assessment.

For those students who are not able to assist regularly to classes the evaluation criteria will includes:

Assignments (25%)

Team/Individual project.

Final Project (25%)

Individual project.

Final Exam (50%)

Contents of texts and assignments

In either case, in option A or in option B, the grade obtained in each of the sections will be stored until the extraordinary call for the December (third call) of the course in question; therefore, in case the student fails one of the two sections, it would take ALL the theoretical and practical contents of the subject for successive calls.

In other words, in the SECOND and THIRD calls, the grades of the scheduled tools that have been passed in previous calls, but in no case a test partial passed will be saved.

NOTES

- At the moment a student who is being evaluated for modality A exceeds 25% of attendance absences, he /she will be evaluated by modality B, and all the grades obtained in evaluation tools that are programmed for modality A and which are not in mode B will cease to be valid.
- It is necessary to pass each of the two parts (theory and practices) to be able to make the average grade and to pass the subject
- Extraordinary situations or circumstances may be contemplated.
- The evaluation system for foreign students will be adapted to the needs and requirements that are necessary depending on the duration of their stay and the date of departure to their home universities.
- Some components of the evaluation system could be modified if it becomes necessary to make adjustments of objectives and / or contents for some reason, depending on the group characteristics, or due to force majeure reasons.

SCENARIO B. HYBRID

The evaluation system will be continuous, that is, learning will be controlled during the teaching/learning process and not only at the end of it. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

OPTION A

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the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

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Final project. (60%)

Individual project.

In-class Tests (20%)

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For those students who are not able to assist regularly to classes the evaluation criteria will include:

Assignments (25%)

Team/Individual project.

Final Project (25%)

Individual project.

Final Exam (50%)

Contents of texts and assignments

In either case, in option A or in option B, the grade obtained in each of the sections will be stored until the extraordinary call for the December (third call) of the course in question; therefore, in case the student fails one of the two sections, it would take ALL the theoretical and practical contents of the subject for successive calls.

In other words, in the SECOND and THIRD calls, the grades of the scheduled tools that have been passed in previous calls, but in no case a test partial passed will be saved.

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- Extraordinary situations or circumstances may be contemplated.
- The evaluation system for foreign students will be adapted to the needs and requirements that are necessary depending on the duration of their stay and the date of departure to their home universities.

- Some components of the evaluation system could be modified if it becomes necessary to make adjustments of objectives and / or contents for some reason, depending on the group characteristics, or due to force majeure reasons.

SCENARIO C.VIRTUAL

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9. REFERENCES

SPECIFIC

- Consumer Behavior, Global Edition, 11/E Michael R. Solomon. 2015 Pearson

GENERAL

- Consumer Behavior – 10th Edition. Michael R. Solomon. Prentice Hall
- Marketing Management – 14th Edition. Philip Kotler. Prentice Hall
- Neuromarketing in Action : How to Talk and Sell to the Brain. Michel Badoc and Patrick Georges. Kogan Page
- Truth and Lies About Why We Buy. Martin Lindstrom. Crown Business
- Neuromarketing : Understanding the Buy Buttons in Your Customer's Brain. Patrick Renvoise and Christophe Morin. Thomas Nelson Publishers
- Consumerology: The Truth About Consumers and the Psychology of Shopping. Philip Graves. Nicholas Brealey Publishing