Course Unit	Consumer Behaviour			Field of study	Marketing and Advertising		
Bachelor in	Marketing			School	School of Public Management, Communication and Tourism		
Academic Year	2021/2022	Year of study	1	Level	1-1	ECTS credits	6.0
Type	Semestral	Semester	2	Code	9205-714-1201-00-21		

Workload (hours)	162	Contact hours	T -	TP 60	PL -	TC -	S -	E -	OT -	O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s): Elsa da Encarnaçao Gonçalves Tavares Esteves

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Relate the theories and principles of consumer behavior to the management of market orientation.
2. Identify and analyze the various phases of the decision making process in the consumer market.
3. Identify and explain the factors (internal and external) that affect the decision-making process in the consumer market.
4. Critically analyze the various explanatory models of consumer behavior.
5. Framing consumer behavior in Neuromarketing.
6. Analyze ecological consumer behaviour.
7. Analyze the consumer behaviour of several generations.

Prerequisites

Before the course unit the learner is expected to be able to:
Identify and articulate basic concepts of marketing.

Course contents

1. Introduction to the study of consumer behaviour; 2. Internal factors that influence the process of decision making; 3. External factors that influence the process of decision making; 4. Explanatory models of consumer behavior; 5. The consumer and the Neuromarketing; 6. The ecological consumer; 7. Generations Consumer.

Course contents (extended version)

1. Introduction to the study of consumer behaviour
   - The theories of consumer behavior
   - The decision -making process of the consumer market
2. Internal factors that influence the process of decision making
   - Perception, Emotion and Feeling
   - Attention, Memory and Learning
   - Cognition, Motivation and Reward
   - Personality, Attitude and Behaviour Change
3. External factors that influence the process of decision making
   - Family
   - Social Groups and Opinion Leaders
   - Culture and Subculture
   - Social Classes
   - Lifestyle and Fashion
   - Social Networking and Other Media
4. Explanatory models of consumer behavior
5. The consumer and the Neuromarketing
   - Historical evolution of Neuromarketing
   - Main concepts
   - Techniques used in Neuromarketing
6. The ecological consumer
7. Consumption generations
   - Baby Boomers Generation
   - Generation X
   - Generation Y
   - Generation Z
   - Actual generations

Recommended reading

1. Barracho, C. (2011). Consumo - Abordagem psicossociológica. Lisboa, Escolar Editora. ISBN: 978-972-592-285-9.
2. Cardoso, A. A. (2009). O comportamento do consumidor. Lisboa, Lidel - Edições Técnicas, Lda. ISBN: 978-972-757-597-8.
3. Lindstrom, M. (2018). Buy. ology, A Ciência do Neuromarketing. 2. ª edição reimpressa. Lisboa, Gestãoplus Edições. ISBN: 978-989-8115-30-0.
4. Maya, S. R. , & Esteban, I. G. (2013). Casos de comportamiento del consumidor - Reflexiones para la dirección de marketing. Madrid, ESIC Editorial. ISBN: 978-84-7356-956-9.
5. Rodrigues, F. , Moreira, J. , & Vitorino, L. (2013). Comportamento do Consumidor: Quando a Neurociência, a Psicologia, a Economia e o Marketing se encontram. Viseu, Psicosoma. ISBN: 978-972-8994-45-7.

Teaching and learning methods

The teaching methodology used consists of theoretical-practical classes where concepts are presented and analyzed, complementing with practical examples, news and case studies, which allow for the involvement of students individually and in groups, and a consolidation of content more effectively.

Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final)
   - Practical Work - 40% (Development of research work with working groups of 3 to 4 elements.)
   - Final Written Exam - 60%
2. Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
   - Final Written Exam - 100%
3. Incoming Students - (Regular) (Final, Supplementary, Special)

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Assessment methods

- Practical Work - 100% (Development of research work on the main theme of the unit.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Elsa da Encarnaçao Gonçalves Tavares Esteves	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
08-03-2022	08-03-2022	10-03-2022	10-03-2022

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