

COURSE: CONSUMER BEHAVIOUR

Language	English
Level of Spanish required	Not required
Hours	45h
Credits	6 ECTS

Course description

This course focuses on the important aspects of the consumer behavior, covering the main characteristics of the topic, as well as the differences between the relationship of the B2B and the B2C. We will learn how an enterprise goes global and the possible ways to locate it in overseas markets, evaluating opportunities and limitations in this kind of markets, as well as how to know the main distinctions among different accounting systems, how to take fiscal decisions in international business, etc. For this reason, to be able to attend the class, the students will need to have a basic knowledge in marketing.

Methodology

The class will consist on a lecture but also in discussion with the students about the notes and other supplementary material that may be uploaded on the course website at least one day before the scheduled lecture.

Assessment

Exam: 40%

Essay: 40%

Assistance and class participation: 20%

Syllabus

- Introduction to consumer behaviour
- Internal variables: motivations , perceptions, learning, life style
- Byer Steps
- B2B: organizational behavior

Bibliography

Consumer behaviour: a European perspective, Salomon,Bamossy 2017

International business & International Marketing, Willimans, L. Ebook Amazon 2017