

COURSE DESCRIPTION SHEET

NOTE: If the course includes lectures and classes, the Course Description Sheet applies to both types of instruction.

1. Course title: CONSUMER INSIGHT AND ENGAGING COMMUNICATION	2. Course code ... Number of ECTS credits 4... Course completion mode ... Course commenced / Year ...																											
3. Faculty:																												
4. Major: International Business																												
5. Department of Major Coordinator:																												
6. Name of course instructor: Lecture ... Carmen Santos Classes... Lab classes ... Examiner ... Carmen Santos																												
7. Department of course instructor:																												
8. Number of contact hours with students:																												
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 35%;">Full-time study</th> <th style="width: 30%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td>30</td> <td></td> </tr> <tr> <td>classes</td> <td></td> <td></td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>30</td> <td></td> </tr> <tr> <td>examination (hours)</td> <td></td> <td></td> </tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	30		classes			foreign language classes			lab classes			seminars			other			Total hours	30		examination (hours)		
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9. Course timeframe (no. of semesters) ... 1 Course commencement / Year 20/21 Course commencement / Semester ... summer																												
10. Level of tertiary education: master/bachelor...	11. Course status <input type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input checked="" type="checkbox"/> Elective ...																											
12. Course prerequisites Compulsory: Recommended: Basic background in marketing																												

13. Course objectives:

To understand the basics of consumer behaviour

To segment the market, target and positionate a brand

To develop an Integrated Brand Communication

To engage the consumer through the right communication

14. Teaching and learning methods:**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures	Lectures will be provided, to provide the needed knowledge through theory and practical examples	18	
2.	Workshops	The students will be distributed in groups to work on a real case. The students will be working under the supervision of the professor to guide them during the full process	7	
3.	Peer teaching / Discussion	The groups of students will present the results of their work. With this presentation all the students will learn from each other	5	
Total			AS:30	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Take notes during the lectures on the base of the slides	The students will take notes for the concepts analysed in the lectures, so they can apply later on those concepts in the practice	18	
2.	Complement the lectures with the recommended manual	A recommended manual will be mentioned in case the students need to complement the notes	6	
3.	Reading of the papers and reports provided in the lectures	Papers will be provided during the lectures to go deeper in the concepts	6	
4.	Group work/Tutorials & Feedback	The students will work in groups putting in practice all the knowledge learned during the lectures. The professor will guide the work of the students solving their doubts and being sure they understood the concepts	40	

		The students will learn from the feedback provided to all the groups		
Total			BS:70	BN:

Total AS+BS = 100.....
 Examination (E) = 1.....
 Total AS+BS+E= 101.....

Total AN+BN =
 Examination (E) =.....
 Total AN+BN+E =

15. Key words: Consumer Behavior, Segmentation, Perception, Attitude, Integrated Brand Communication, Engaging Communication

- 16. Course content:**
1. Understanding Consumer Behavior
 2. Segmenting the Consumers
 3. Consumer Perception
 4. Consumer Attitude
 5. Integrated Brand Communication
 6. Message Development

17 Course learning outcomes as related to the learning outcomes of the major and methods for assessing their attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing learning outcomes achieved in the course	Documentation
<u>Knowledge</u>			
	1. Understanding of the consumer behavior 2. Being able to develop engaging communications with the consumer	Written report	
<u>Skills</u>			
	1. Creative thinking 2. Taking responsibility of the work and deadlines 3. Critical thinking	Written report	
<u>Social competences</u>			
	1. Student can cooperate and work on a team 2. Student understand different cultures and accept different opinions	Group work Discussions during the lectures	

18. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Written report		70%
2.	Presentation		30%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

19. Reading list

Mandatory readings:
 Suggested readings:
 Solomon, M. R. (2020). Consumer Behaviour. Pearson Education Limited.

O'Guinn, T. C., Allen, C. T., Semenik, R. J. & Close, A. (2018). Advertising and Integrated Brand Promotion. Cengage Learning.
And the readings provided during the lectures

20. Language of instruction: English

21. Course instructors' recommendations:

Participate during the lectures

Work on the practice from the very first day

Ask all the questions they may have during the lectures and while working on the practice