

PROGRAMA DE CURSO

Código	Nombre			
IN4626	COMPORTAMIENTO DEL CONSUMIDOR			
Nombre en Inglés				
Consumer Behavior				
SCT	Unidades Docentes	Horas de Cátedra	Horas Docencia Auxiliar	Horas de Trabajo Personal
6	10	3.0	0.0	7.0
Requisitos			Carácter del Curso	
IN4601 Marketing I Se recomienda Inglés IV o superior aprobado			Electivo de la Carrera Ingeniería Civil Industrial	
Resultados de Aprendizaje				
The student:				
1. Will understand the key concepts and theories relating to consumer behavior, such as theories of attitudes and theories of social influence.				
2. Will be able to apply research methods to the measurement and analysis of consumer behavior.				
3. Will understand how to apply these abilities to marketing problems.				

Metodología Docente	Evaluación General
<ul style="list-style-type: none"> Lectures In-class exercises Analysis of cases Group projects and presentations Other 	<p>Evaluations:</p> <p>Written exam (2) (60%)</p> <p>Presentations (20%)</p> <p>Class participation (10%)</p> <p>Quizzes (10%)</p>

UNIDADES TEMÁTICAS

Número	Nombre de la Unidad	Duración en Semanas
1	INTRODUCTION TO MARKETING AND THE CONSUMER	0.5
Contenidos	Resultados de Aprendizajes de la Unidad	Referencias a la Bibliografía
1. Terminology and definitions of consumer-focused marketing 2. Why are consumer the center of marketing?	El alumno: 1. Understand the basics of marketing and the role of the consumer in marketing activities.	II.1 cap 1

Número	Nombre de la Unidad	Duración en Semanas
2	INTRODUCTION TO CONSUMER BEHAVIOR	1.0
Contenidos	Resultados de Aprendizajes de la Unidad	Referencias a la Bibliografía
1. Overview of the field 2. Concepts of consumer behavior 3. The contribution of consumer behavior to marketing strategy	El alumno: 1. Explain what the field of consumer behavior is and what consumer researchers do. 2. Define the concepts and terminology of consumer behavior.	I cap 1

Número	Nombre de la Unidad	Duración en Semanas
3	CONSUMER BEHAVIOR RESEARCH METHODS	1.5
Contenidos	Resultados de Aprendizajes de la Unidad	Referencias a la Bibliografía
1. Qualitative research methods 2. Survey research 3. Experimental design	El alumno: 1. Will be able to address consumer behavior issues with a wide-range of research methods	II.2 caps 6, 7, 8

Número	Nombre de la Unidad	Duración en Semanas
4	INTERNAL INFLUENCES ON CONSUMER BEHAVIOR	6.0
Contenidos	Resultados de Aprendizajes de la Unidad	Referencias a la Bibliografía
1. The effect of motivation, ability, and opportunity on consumer behavior 2. Sensation, perception, and attention 3. Memory and knowledge structures 4. Attitudes and learning 5. Decision-making	El alumno: 1. Explain the psychological concepts that are relevant to how consumers perceive, interpret, judge, and make decisions. 2. Recognize how psychological concepts influence marketing strategy and how marketers can benefit from understanding consumer psychology.	I caps, 2, 3, 4, 7, 8

Número	Nombre de la Unidad	Duración en Semanas
5	SOCIAL OR EXTERNAL INFLUENCES ON CONSUMER BEHAVIOR	5.0
Contenidos	Resultados de Aprendizajes de la Unidad	Referencias a la Bibliografía
1. Theories of social influence 2. Demographics, psychodemographics, and segmentation. 3. Persuasion techniques 4. Social class and consumption 5. Culture and consumption 6. Marketing and symbolism	El alumno: 1. Explain the different theories that explain why and how consumers are influenced by others. 2. Explain which personal characteristics are important to marketers and why. 3. Provide segmentation strategies based on product and consumer characteristics. 4. Explain communication techniques that increase success in persuading consumers. 5. Explain how cultural factors affect how consumers respond to marketing tactics.	I caps, 5, 6, 9, 10, 11, 12, 13

Bibliografía General

I. Obligatoria:

Solomon, Consumer Behavior. 10th Edition. Pearson Education. 2012

II. Complementaria:

1. Solomon, Marshall, Stuart, Marketing: Real People, Real Choices. 7th Edition. Prentice Hall. 2012
2. Malhotra, Basic Marketing Research. 4th Edition. Person Education 2012

Vigencia desde:	Primavera 2018
Elaborado por:	Todd Pezzuti
Aprobado por:	Comisión de Docencia DII