

TEACHING GUIDE

MASTER'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT **MBA FULL TIME** **2024-2026**

1. SUBJECT

- Name: Consumer Behavior
- Type of subject: elective
- Credits: 3 ECTS
- Teaching language: English
- Coordinator of the course: Julia von Schuckmann
- Professor: Julia von Schuckmann

2. PRESENTATION OF THE SUBJECT

Consumer behavior is the fascinating science of understanding what drives people to buy, use, and love the things they do. This course takes you on a deep dive into the psychological, social, and cultural forces shaping consumer decisions, blending cutting-edge theories with real-world applications. Packed with the latest research in consumer psychology, we will explore everything from what grabs attention and builds loyalty to how social norms and digital trends influence behavior. You will uncover the “why” behind purchasing decisions and learn how to apply this knowledge to create strategies, products, and campaigns that truly connect with people. Through engaging discussions, thought-provoking case studies, and the most up-to-date insights, this course prepares you to master the art and science of consumer behavior in an ever-changing world.

Objectives of the course

- **Understand Key Theories in Consumer Behavior:** Develop a solid foundation in the psychological, sociological, and cultural theories that explain consumer decision-making processes and behavior.
- **Analyze Consumer Decision-Making:** Learn to identify and interpret the factors influencing consumer choices, such as motivation, perception, learning, attitudes, and social influences.
- **Develop Practical Applications:** Apply theoretical knowledge to real-world scenarios by designing customer-focused marketing strategies, products, and campaigns that resonate with diverse audiences.

- Understand Cultural and Social Impacts: Examine how cultural, social, and technological forces shape consumption patterns in a globalized marketplace.
- Enhance Critical Thinking and Problem-Solving Skills: Use case studies and hands-on projects to critically assess consumer behavior challenges and develop innovative, data-driven solutions.

Contents

Session 1: The Power of Emotions in Consumer Choices

Explore how positive and negative emotions shape consumer behavior
Emotional triggers in advertising: Creating brand loyalty or regret
How emotions influence buying decisions and post-purchase satisfaction
Case studies on successful emotional marketing strategies

Session 2: Culture's Impact on Consumer Behavior

Understand how cultural values and identity shape consumer preferences
The power of subcultures and cross-cultural marketing strategies
Balancing globalization and localization in brand messaging
Group analysis of how global brands adapt to local cultures

Session 3: The Digital Shift: Technology and Social Media in Consumer Behavior

How new technologies and social media are changing consumer behavior
The rise of influencers, e-commerce, and omnichannel experiences
Privacy concerns, data use, and the ethics of personalization

Workshop: Crafting a social media campaign that resonates with consumers

Session 4: Sustainability and Ethics in Consumer Decisions

Why consumers are increasingly motivated by sustainability and ethical practices

The role of “green” marketing: Avoiding greenwashing and building trust
How brands can nudge consumers toward sustainable choices
Interactive session: Developing a sustainability-focused marketing strategy

Session 5: Bringing It All Together: Consumer-Centric Strategies

Combine emotional, cultural, technological, and sustainability insights into marketing strategies
Practical applications: Targeting, segmentation, and positioning for modern consumers
Final project presentations: Create a consumer behavior strategy to address current challenges
Course wrap-up and actionable takeaways for real-world success

The subject within the curriculum

This elective is part of subject area 2. MARKETING AND COMMUNICATION within the curriculum. It is carried out during the third semester once the knowledge of basic marketing strategies and quantitative data analysis has been acquired.

3. LEARNING PLAN OF THE SUBJECT

Teaching methodology

Hours of dedication (between classes and student work):

You will dedicate about 4 hours of homework for before each session including readings, preparing presentations and cases (individually and as a group).

Evaluation (evaluation system, qualification system, etc.)

40% participation

30 % assignments

30% final individual project idea + presentation

Training activities

- Readings of newest research in consumer behavior + presentations of main ideas
- Case studies
- Brain storming sessions in groups
- Applications of theory to practice

4. TEACHING STAFF

I am currently an assistant professor at BSM, where I get to geek out over everything related to consumer behavior, technology, and marketing. With a background in Communication, Marketing, and Consumer Psychology from the USA and Brazil, I did my PhD in Marketing at ESADE (Spain) and followed it up with a post-doc at Technische Universität Munich (Germany). I am passionate about teaching and love uncovering the “why” behind what drives people to act the way they do, so if you are into deep dives into human behavior, you will enjoy this course.

5. BIBLIOGRAPHY (mandatory/recommended)

To be announced.