SAGRADO

Universidad del Sagrado Corazón

**Syllabus**

**Title:** Consumer Behavior *(Consumer Insights)*

**Code**: CES 415

**Prerrequisite**: CES 311

**CREDITS**: 3 credits | 45 contact hours | 1 term

## Description

This course discusses the basic principles of the study of consumer behavior and the collection of consumer information—*consumer insights*—using research tools. Consumer behavior research is a systematic approach to developing and providing information for managerial and strategic decision-making that impacts communication with audiences. The course aims to familiarize students with the basic topics and concepts of consumer behavior and to enable them to conduct, commission, and use research to make decisions.

## Justification

The purpose of this course is to provide a structured approach to obtaining information about consumers and their behavior. Gathering information requires a profound understanding of consumers that can be used to design convenient communication strategies, enabling businesses and organizations to develop and maintain a competitive advantage. The course will focus on gaining a profound understanding of consumers and their behavior by addressing

these interrelated questions: (1) What are consumer *insights*, and why are they important? (2) How do we develop a profound understanding of customer segments? (3) How do we gain profound insight into customer needs? (4) How do we gather information on how consumers make purchasing decisions? The course will focus on identifying research tools that can provide potential answers to these questions and how these answers may differ across industries.

## COMPETENCIES

The course develops the following competencies in students:

- **Critical Thinking**
- **Research and Exploration**
- **Communication**

## OBJECTIVES

Upon completion of the course, students will be able to:

1. Recognize the role of the systematic collection and analysis of information in obtaining the consumer insights necessary to make the best decisions.
2. Effectively implement and communicate all stages of the research process.
3. Critically assess the research, analyses, and strategic recommendations of others.
4. Design and conduct research that facilitates decision-making and the planning of communication plans and strategies.
5. Use the Internet and other web-based tools as sources and tools for information that facilitate the gathering of consumer *insights* and decision-making.
6. Effectively communicate, both in writing and orally, the planning and findings of a research study.
7. Define and apply basic concepts from psychology and sociology relevant to the field of consumer behavior.

8. Understand and explain all the factors (internal and external) that motivate consumers or cause them to act in certain ways in the market, and be able to distinguish between these factors.
9. Assess theories and principles of consumer behavior and apply them to the planning of advertising strategies.

**Content**

I. The Consumer
- A. Perception
  1. Definition
  2. Theories
  3. Basic Elements
- B. Motivation
  1. Definition
  2. Theories
  3. Basic Elements
- C. Behavior
  1. Definition
  2. Theories
  3. Basic Elements
- D. Learning
  1. Definition
  2. Theories
  3. Basic Elements
- E. Personality
  1. Definition
  2. Theories
  3. Basic Elements
- F. Attitudes
  1. Definition
  2. Theories
  3. Basic Elements

II. Insights: Consumer Research
- A. Primary and Secondary Research
  1. Researcher Ethics
  2. Uses and Methodologies of Primary Research
  3. Uses and Sources of Secondary Research
- B. Quantitative and Qualitative Research
  1. Quantitative Methodologies and Tools

2. Qualitative Methodologies and Tools

C. Samples
    1. Design and Operation of Probabilistic Samples
    2. Design and Operation of Non-Probabilistic Samples

D. Research Design and Planning
    1. Identifying the Research Problem
    2. Secondary Research
    3. Primary research design
    4. Design of measurement instruments and data collection
    5. Fieldwork
    6. Data Collection and Analysis
    7. Report Writing

E. The Internet as a Source and Research Tool
    1. Using Available Search Engines
    2. Online Surveys
    3. Using “newsgroups” as a source of information
    4. Online focus groups
    5. Websites: Sources and Data

**METHODOLOGY**

The following active learning strategies are recommended:

- Project-Based Learning (PBL)
- Research-Based Learning (RBL)
- Collaborative Learning (CL)
- Case Method - CM
- Problem-Based Learning (PBL)
- Discussions, forums, debates, colloquia, or panels

**ASSESSMENT**

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|---|---|
| Participation | 15% |
| Midterm Assignments | 40% |

| | |
|---|---|
| Oral presentations | 15% |
| Project (Final Assessment) | 30% |
| **TOTAL** | 100% |

**Student Learning Assessment**

The institutional assessment rubric is applied to the core activity of the course.

**BIBLIOGRAPHY**


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Phillips, D. (2004). Consumer Behavior and Insights (1st ed.). Oxford University Press.

Revella, A. (2015). Buyer Personas: How to Gain Insight into Your Customers' Expectations, Align Your Marketing Strategies, and Win More Business (1st ed.). Wiley.

Roberts, K., 1949-. (2004). Lovemarks: The Future Beyond Brands. PowerHouse Books.

Rocklage, Matthew D., and Berger, Jonah. (2019). "The Emotional Consumer: Insights from Big Data 50th Association for Consumer Research Conference." Advances in Consumer Research, 47, 19–23. https://widgets.ebscohost.com/prod/customlink/proxify/proxify.php?count=1&encode=0&proxy=&find_1=&replace_1=&target=https://search.ebscohost.com/login.aspx?direct=true&site=eds-live&scope=site&db=edsbl&AN=CN606052799&authtype=shib&custid=s5316525

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Stone, M., Foss, B., & Bond, A. (2004). Consumer Insight: How to Use Data and Market Research to Get Closer to Your Customer (1st ed.). Kogan Page.

Think with Google: Consumer Insights. (2022). https://www.thinkwithgoogle.com/consumer-insights/

You can find more information resources related to the course topics on the library page http://biblioteca.sagrado.edu/

**Reasonable Accomodation**

For detailed information on the process and required documentation, please visit the appropriate office. To ensure a level playing field, in compliance with the ADA (1990) and the Rehabilitation Act (1973), as amended, any student who needs Reasonable Accomodation or special assistance must complete the process established by the Vice-Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at the Universidad del Sagrado Corazón to take courses with or without academic credit. A breach of academic integrity is any act or omission that fails to demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who

violates the policy on honesty, fraud, and plagiarism is subject to the following sanctions: a grade of zero on the assessment and/or having to redo the seminar assignment; a grade of F(*) in the seminar: suspension or expulsion as set forth in the Academic Integrity Policy document effective November 2022.in the seminar, an F(*) grade in the seminar: suspension or expulsion as established in the Academic Integrity Policy document (DAEE 205-001), effective August 2005.

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