

SILABO

I. GENERAL DATA:

1.1. Subject	: Consumer Behavior
1.2. Code	: NG 002608
1.3. Cycle	: VI
1.4. Credits	: 3
1.5. Kind of Subject	: Obligatory
1.6. Hours per week	: 4 (Theory: 2 - Practice: 2)
1.7. Requirement	: Administración de las Operaciones
1.8. Curriculum	: 2006-II

II. SUMMARY:

This subject give to student class different theories & techniques to understand, investigate and analyze consumer behavior.

It'll be a practice subject with local and foreign cases of consumer behavior, where teacher & student experiences like buyers or sellers will enrich the class dynamic.

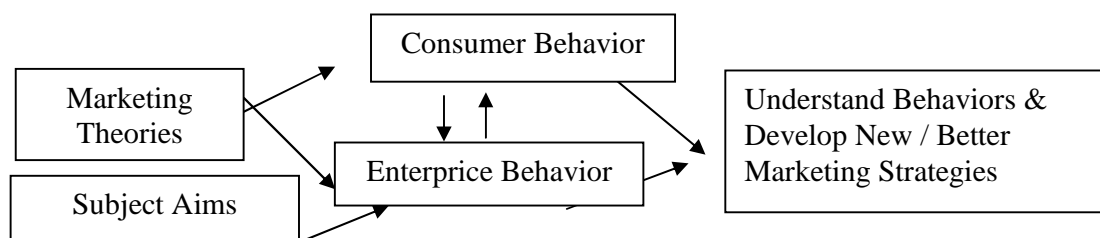
III. PROFESSIONAL COMPETENCES:

- 1) Develop self-discipline that the student use to assimilate scientific and technologic advances.
- 2) Investigate, analyze & interpretate new global market tendencies to offer products and services with quality and technological creativeness.
- 3) Impel investigation process around international business.

IV. SUBJECT COMPETENCES

- 4.1 Investigate consumer behavior in Peruvian market in different ways.
- 4.2. Analyze consumer behavior to understand or improve enterprise market decisions.
- 4.3. Develop skills and marketing strategies to take advantage of consumer behavior.
- 4.4. Relate the subject with social responsibility, balance use of resources, and quality culture.

V. LEARNING STRUCTURE NET:





VI. UNIDADES DEL APRENDIZAJE:

UNIT I.- Consumer Behavior- Introduction

Range: Introduction and familiarization with the subject theories and techniques.

N° Hours: Between 4 - 8

THEME	ACTIVITIES	WEEK
Introduction. Definitions. Segmentation.	Theory and Cases. Group Dynamic	1
Marketing & consumer Behavior The consumer decision-making process Explanation of Student Investigation	Theory and Cases. Group Dynamic	. 2

UNIT II.- Consumers in their Social and Cultural Settings

Range: Understand and relate external items that influence consumer behavior

N° Hours: Between 20 -24

THEME	ACTIVITIES	WEEK
The influence of Culture in consumer behavior. Sub-cultural aspects. Cross Cultural Aspects. International perspective.	Theory and Cases. Group Dynamic	3 - 5
Social Class and consumer behavior. Groups Dynamics.	Theory and Cases. Group Dynamic	5 - 7
The Family and the consumer behavior. Personal Influence and the opinion leadership process	Theory and Cases. Group Dynamic	7 - 9

UNIT III.- The Consumer as an Individual.

Range: Understand and relate internal factors that influence consumer behavior. Develop strategies and marketing skills to make use of consumer behavior analyzed.

N° Hours: Between 14 -16

THEME	ACTIVITIES	WEEK
Consumer needs & Motivation. Personality. Learning and costumer Involvement.	Theory and Cases. Group Dynamic	9 - 11
The nature of Costumer Attitudes- Self Concept and consumer behavior. Communication influence and consumer behavior	Theory and Cases. Group Dynamic	11 -13

UNIT IV.- Student application

Range: Consolidate and demonstrate all the skills learned

N° Hours: Between 6 - 8

THEME	ACTIVITIES	WEEK
Investigations of special behaviors in Peruvian Market	Students Presentations by Group.	. 14 -16



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VII. METHODOLOGY

- Real local and foreign cases of consumer behavior.
- Student investigation of specific situations of Peruvian consumer behaviors.
- Videos, Discussion, Demonstration, Feedback, Brainstorming and other techniques to analyze different context cases.

VIII. EVALUATION.

- | | | |
|---|---|---|
| • Middle Exam | 1 | |
| • Practices | | 1 |
| • Final Exam | | 1 |
| • Student Investigation (Presentation & Exposition) | 1 | |

$(ME+P+FE++SI)/4 = \text{Calification}$

Dates of exams will be programated & comunicated by EAP-ANG

IX. BIBLIOGRAPHY:

1. Leon Shiffman. Leslie Lazar "Consumer Behavior" Fifth Edition. Prentice Hall. Pearson Education. 1997.
2. Solomon, Michael R. "Comportamiento del Consumidor" Third. Edition, Prentice Hall, Pearson Education, Mex. 1997.
3. Rolando Arellano. "Comportamiento del Consumidor". Mc Graw Hill. Edition 2001.
4. Loudon, David L. y Della Bitta, Albert J. "Comportamiento del Consumidor" Conceptos y aplicaciones. Fourth Edition, Ed. Mc. Graw Hill. 1995.