CONSUMER, PURCHASE TRENDS, AND PERSONALIZATION TEACHING GUIDE 2024-2025

GENERAL DETAILS

Course Title:	Consumer, Purchasing Trends and Personalization
Code:	801432
Academic year:	2024-2025
Degree title:	Master's Degree in Marketing Technologies
No. of credits (ECTS):	5
Location in the curriculum:	1st Semester
Last revision date:	July 2024
Responsible professor:	PhD. Eduard Vidal Portés
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1. GENERAL DESCRIPTION

The Consumer, Purchasing Trends and Personalization course aims for the student to acquire knowledge about consumer behavior, current purchasing trends and personalization techniques in marketing. Theoretical learning is combined with practical case study to provide a deep understanding of consumer-centric marketing, analytical skills and the ability to adapt personalization strategies in a changing environment.

2. OBJECTIVES

At the end of the course the student will be able to:

- Understand and apply market research techniques to obtain relevant information about the consumer.
- Define a research briefing.
- Analyze the factors that influence consumer behavior and their purchasing process.
- Evaluate and apply purchasing and personalization trends, including omnichannel marketing and product recommendation.
- Design user-centered personalization strategies to improve customer experience.

3. CONTENTS

TOPIC 1. MARKET RESEARCH

Learning outcomes

Students must be able to:

- Understand information systems and their importance in market research.
- Identify and use the various sources of information for market research.
- Design and apply qualitative and quantitative research methods to collect consumer data.
- Define a brief research aligned to the needs of the department.

Contents

1.1. Introduction to information systems and market research.

1.2. Information sources.

1.3. Qualitative research. Focus Group, In-depth interview, ethnography and projective techniques.

1.4. Quantitative investigation. Survey.

1.5. Samples and sampling techniques. Sample error.

1.6. Other tools: Neuromarketing, social listening, among others.

1.7. The *consumer* insight .

1.8. Define a brief research.

TOPIC 2. CONSUMER BEHAVIOR

Learning outcomes

Students must be able to:

- Define consumer behavior, consumption and understand the characteristics of the postmodern consumer.
- Analyze the factors that influence the purchasing behavior of postmodern consumers and the definition of consumption.
- Analyze the process and roles in making purchasing decisions.

Contents

2.1. What is consumer behavior?

2.2. Fundamentals of consumption.

2.3. Consumption.

2.4. The postmodern consumer.

2.5. Internal factors that influence the learning process from a marketing point of view.

2.6. Factors that influence purchasing behavior.

2.7. Purchasing process and the different purchasing roles.

TOPIC 3. PURCHASING AND CUSTOMIZATION TREND

Learning outcomes

Students must be able to:

- Evaluate current trends in omnichannel marketing and their impact on personalization.
- Develop personalization strategies based on data analysis and product recommendation.
- Apply Big Data and predictive analytics techniques to anticipate behaviors and personalize offers.

Contents

3.1. Purchasing trends.

3.2. Omnichannel.

3.3. User, personalization and product recommendation.

3.4. Big Data and Predictive Analytics: Use of big data to anticipate behaviors and personalize offers.

3.5. Personalization cases.

4 TEACHING AND LEARNING METHODOLOGY

It is based on participatory expository classes complemented by advance reading of the different topics. With practices in class and homework it is expected to reaffirm the concepts and procedures that have been presented in class.

The main activities that will be carried out are:

- Throughout the course, activities such as problem solving, participation in debates and case resolution will be carried out.

- Practical resolution class, with the participation of students, of practical cases and/or exercises related to the contents of the subject.
- Group/cooperative work with the presence of the teacher.

5 EVALUATION

According to the Bologna Process, the model rewards the constant and continuous effort of students. 60% of the final grade is obtained from continuous assessment of directed activities, and the remaining 40% from the final in-person exam. The final exam has two sittings.

The final grade for the subject (FG) will be calculated using the following formula:

FG = Final Exam Grade x 40% + Continuous Assessment Grade x 60%

The minimum grade for the final exam to calculate the FG will be 40 points out of 100.
The subject is passed with a final grade equal to or greater than 50 points out of 100.

Type of activity	Description	% Continuous assessment	
Course work:			50%
Team work	Define the consumer of a brand in detail	60%	
Case study individual	Case	40%	
Test:			10%
T1 and T2	15-20 questions	50%	
T3	15-20 questions	50%	
Final exam:			40%
	Final exam	100%	

6 BIBLIOGRAPHY

6.1 BASIC BIBLIOGRAPHY

- Grande Esteban, I., & Abascal, E. (2009). *Fundamentals and techniques of commercial research* . ESIC Publishing.

- Martínez, P. (2008). *Qualitatively: the secrets of qualitative research.* ESIC Publishing.

- Solomon, M. (2023). *Consumer behavior: Buying, Having, and Being* . Pearson.

6.2 COMPLEMENTARY BIBLIOGRAPHY

- Ariely, D. (2008). *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. Harper Collins..

- Barden, P. (2014). *Decoded: The Science Behind Why We Buy* . John Wiley & Sons.

- Malhotra, N. (2008). *Market research*. Pearson.

- Stephens-Davidowitz, S. (2019). *Everybody lies. Big data, new data and What the Internet Can Tell Us About Who We Really Are*. Harper Collins.