



universidad
de león

Educational guide

IDENTIFYING DATA

Subject	CONSUMER BEHAVIOUR	Code	2016_17 00512034
Study programme	GRADO EN COMERCIO INTERNACIONAL		
Descriptors	Credit. Type Year	Period	
	6 Optional	First	
Language	Ingles		
Prerequisites			
Department	DIREC.Y ECONOMIA DE LA EMPRESA		
Coordinador	SULÉ ALONSO , MARÍA ARANZAZU	E-mail	masula@unileon.es mcrodsa@unileon.es
Lecturers	RODRÍGUEZ SANTOS , MARÍA CARMEN SULÉ ALONSO , MARÍA ARANZAZU		
Web	http://		
General description	In this course the consumer as decision maker is analysed. A deep view is provided on the internal variables and external variables influencing such process.		

Tribunal titular		
Cargo	Departamento	Profesor
Presidente	DIREC.Y ECONOMIA DE LA EMPRESA	CERVANTES BLANCO , MIGUEL FRANCISCO
Secretario	DIREC.Y ECONOMIA DE LA EMPRESA	LLAMAS ALONSO , MARIA ROSA
Vocal	DIREC.Y ECONOMIA DE LA EMPRESA	GUTIERREZ RODRIGUEZ , PABLO
Tribunal suplente		
Cargo	Departamento	Profesor
Presidente	DIREC.Y ECONOMIA DE LA EMPRESA	VAZQUEZ BURGUETE , JOSE LUIS
Secretario	DIREC.Y ECONOMIA DE LA EMPRESA	GONZALEZ FERNANDEZ , ANA MARIA
Vocal	DIREC.Y ECONOMIA DE LA EMPRESA	MUÑIZ MARTINEZ , NORBERTO

Code	Competencias
A6656	
A6667	
A6675	
A6685	
A6690	
B787	
B788	
B791	
B796	
B797	
B798	
B799	
C4	
C5	

Code	Competences	Learning aims
A6656	B787	C4
A6685	B788	C5
	B791	
	B796	
	B797	
	B798	
	B799	
A6667	B787	C4
A6675	B788	C5
	B791	
	B796	
	B797	
	B798	
	B799	
A6656	B787	C4
A6690	B788	C5
	B791	
	B796	
	B797	
	B798	
	B799	

Contents	
Topic	Sub-topic

Planning			
Methodologies :: Tests			
	Class hours	Hours outside the classroom	Total hours
Assignments	20	30	50
.....
Presentations / expositions	10	10	20
Personal tuition	10	0	10
Problem solving, classroom exercises	10	0	10
.....
Lecture	17	17	34
.....
Extended-answer tests	15	0	15
	11	0	11

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

Methodologies ::

Description
Assignments
Presentations / expositions
Personal tuition
Problem solving, classroom exercises
Lecture

Personalized attention

Description
Personal tuition

Assessment

Description	Qualification
Extended-answer tests	60%
	40%

Other comments and second call

Sources of information

Basic	
Complementary	■ Peter, J. Paul, Olson, Jerry C., Grunert, Klaus G., Consumer Behaviour and Marketing Strategy, McGraw-Hill, 1999

Recommendations
