

### PROGRAMA DE CURSO

|                                                                                                                                                 |                               |                  |                                                    |                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|------------------|----------------------------------------------------|---------------------------|
| Código                                                                                                                                          | Nombre                        |                  |                                                    |                           |
| IN 4626                                                                                                                                         | COMPORTAMIENTO DEL CONSUMIDOR |                  |                                                    |                           |
| Nombre en Inglés                                                                                                                                |                               |                  |                                                    |                           |
| Consumer Behavior                                                                                                                               |                               |                  |                                                    |                           |
| SCT                                                                                                                                             | Unidades Docentes             | Horas de Cátedra | Horas Docencia Auxiliar                            | Horas de Trabajo Personal |
| 6                                                                                                                                               | 10                            | 3.0              | 0                                                  | 7                         |
| Requisitos                                                                                                                                      |                               |                  | Carácter del Curso                                 |                           |
| IN3401 Estadística para la Economía y Gestión                                                                                                   |                               |                  | Electivo de la Carrera Ingeniería Civil Industrial |                           |
| Resultados de Aprendizaje                                                                                                                       |                               |                  |                                                    |                           |
| Al finalizar el curso, el alumno:                                                                                                               |                               |                  |                                                    |                           |
| 1. Will understand the key concepts and theories relating to consumer behavior, such as theories of attitudes and theories of social influence. |                               |                  |                                                    |                           |
| 2. Will be able to apply research methods to the measurement and analysis of consumer behavior.                                                 |                               |                  |                                                    |                           |
| 3. Will understand how to apply these abilities to marketing problems.                                                                          |                               |                  |                                                    |                           |

| Metodología Docente                                                                                                                                                                  | Evaluación General                                                                                                                                                                                                                                                                    |
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| <ul style="list-style-type: none"> <li>• Lectures</li> <li>• In-class exercises</li> <li>• Analysis of cases</li> <li>• Group projects and presentations</li> <li>• Other</li> </ul> | <p>El curso contempla las siguientes evaluaciones:</p> <ul style="list-style-type: none"> <li>• Midterm exam (30%)</li> <li>• Presentaciones (15%)</li> <li>• Participación en clases –Presentación de “papers” (10%)</li> <li>• Quizzes (10%)</li> <li>• Final exam (35%)</li> </ul> |

### UNIDADES TEMÁTICAS

| Número                                                                                                                                                                                                                                                                                                                   | Nombre de la Unidad                                                                                                                                                                                                                                                                                                                                                                                                 | Duración en Semanas           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Block 1                                                                                                                                                                                                                                                                                                                  | Introduction to Marketing and the Consumer                                                                                                                                                                                                                                                                                                                                                                          | 2                             |
| Contenidos                                                                                                                                                                                                                                                                                                               | Resultados de Aprendizajes de la Unidad                                                                                                                                                                                                                                                                                                                                                                             | Referencias a la Bibliografía |
| <ol style="list-style-type: none"> <li>1. Terminology and definitions of consumer-focused marketing</li> <li>2. Why are consumer the center of marketing?</li> <li>3. Overview of the field</li> <li>4. Concepts of consumer behavior</li> <li>5. The contribution of consumer behavior to marketing strategy</li> </ol> | <p>El alumno:</p> <ol style="list-style-type: none"> <li>1. Resultado de aprendizaje : Understand the basics of marketing and the role of the consumer in marketing activities.</li> <li>2. Resultado de aprendizaje : Explain what the field of consumer behavior is and what consumer researchers do.</li> <li>3. Resultado de aprendizaje : Define the concepts and terminology of consumer behavior.</li> </ol> | Cap 1                         |

| Número                                                                                                    | Nombre de la Unidad                                                                                                        | Duración en Semanas           |
|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Block 2                                                                                                   | Consumer Behavior – Going back to Segmentation-Targeting-Positioning                                                       | 2                             |
| Contenidos                                                                                                | Resultados de Aprendizajes de la Unidad                                                                                    | Referencias a la Bibliografía |
| 1. Process of segmentation<br>2. Process of Targeting<br>3. Positioning<br>4. Positioning value - Pricing | El alumno:<br>1. Resultado de aprendizaje<br>1 Understand how the STP process plays a key role in modern Consumer Behavior |                               |

| Número                                                                                                                                                                                                                     | Nombre de la Unidad                                                                                                                                                                                                                                                                                               | Duración en Semanas           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Block 3                                                                                                                                                                                                                    | Decision Making Process                                                                                                                                                                                                                                                                                           | 2                             |
| Contenidos                                                                                                                                                                                                                 | Resultados de Aprendizajes de la Unidad                                                                                                                                                                                                                                                                           | Referencias a la Bibliografía |
| 1. The concept of the Need and Opportunity<br>2. The concepts of Search<br>3. The concepts of Evaluation the alternatives<br>4. The concept of buying or not buying<br>5. The concept of Experience towards Loyalty Effect | El alumno:<br>1. Resultado de aprendizaje<br>1 Understand the differences between each step of this important process. What can we use in the organizations in order to master this process?<br><br>2. Resultado de aprendizaje<br>2. Recognize how Experience Management can bring a value added Loyalty effect. | Cap 8                         |

| Número                                                                                                                                                                                                          | Nombre de la Unidad                                                                                                                                                                                                                                                                                                                             | Duración en Semanas           |
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| Block 4                                                                                                                                                                                                         | Internal Influences on Consumer Behavior                                                                                                                                                                                                                                                                                                        | 4                             |
| Contenidos                                                                                                                                                                                                      | Resultados de Aprendizajes de la Unidad                                                                                                                                                                                                                                                                                                         | Referencias a la Bibliografía |
| 6. The effect of motivation, ability, and opportunity on consumer behavior<br>7. Sensation, perception, and attention<br>8. Memory and knowledge structures<br>9. Attitudes and learning<br>10. Decision-making | El alumno:<br>3. Resultado de aprendizaje 1 Explain the psychological concepts that are relevant to how consumers perceive, interpret, judge, and make decisions.<br><br>4. Resultado de aprendizaje 2. Recognize how psychological concepts influence marketing strategy and how marketers can benefit from understanding consumer psychology. | Caps, 2, 3, 4, 7, 8           |

| Número                                                                                                                                                                                                               | Nombre de la Unidad                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Duración en Semanas           |
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| Block 5                                                                                                                                                                                                              | Social or External Influences on Consumer Behavior                                                                                                                                                                                                                                                                                                                                                                                                                                             | 4                             |
| Contenidos                                                                                                                                                                                                           | Resultados de Aprendizajes de la Unidad                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Referencias a la Bibliografía |
| 1. Theories of social influence<br>2. Demographics, psychodemographics, and segmentation.<br>3. Persuasion techniques<br>4. Social class and consumption<br>5. Culture and consumption<br>6. Marketing and symbolism | El alumno:<br>Resultado de aprendizaje<br>1. Explain the different theories that explain why and how consumers are influenced by others.<br><br>5. Explain which personal characteristics are important to marketers and why.<br>6. Provide segmentation strategies based on product and consumer characteristics.<br>7. Explain communication techniques that increase success in persuading consumers.<br>8. Explain how cultural factors affect how consumers respond to marketing tactics. | Caps, 5, 6, 9, 10, 11, 12, 13 |

### Bibliografía General

#### I. Obligatoria:

Solomon, Consumer Behavior. 10th Edition. Pearson Education. 2012

#### II. Estudios de casos :

- Unilever in Brazil : Marketing Strategies for Low-Income Consumers,
- Toyota Motor Corporation: Launching Prius
- Carrefour exit from Japan
- Re-positioning Unilever's European Ice Cream Business

#### III. Complementaria:

1. Solomon, Marshall, Stuart, Marketing: Real People, Real Choices. 7<sup>th</sup> Edition. Prentice Hall. 2012
2. Malhotra, Basic Marketing Research. 4th Edition. Person Education 2012

#### IV. Revistas especializadas:

- Harvard Business Review
- Journal of Consumer Behavior
- Journal of Marketing
- Journal of International Marketing
- Journal of International Business Studies
- Journal of Global Marketing
- Journal of International Consumer Marketing
- Journal of Euromarketing
- Asian Journal of Marketing
- International and Comparative Corporate Law Journal
- International Journal of Commerce and Management
- The Columbia Journal of World Business
- International Management
- World Development

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| Elaborado por:  | Pablo Gray               |
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