



## UNIVERSITY OF SONORA

Central Region Unit

School of Economic and Administrative Sciences

Department of Economy

International Business and Trade Degree

### Identification Data

<b>Subject:</b> Consumer Behavior in the International Context	<b>Formative Pillar:</b> Specialization
<b>Teaching-learning process:</b> Course and Workshop	<b>Previous requirement:</b>
<b>Hours per week:</b> 4	<b>Subsequent subject:</b>
<b>Type:</b> Elective	<b>Credits:</b> 6

#### Introduction:

In a globalization stage and continuous change, it is important to study the consumer behavior, which is undoubtedly in a continuous transformation.

Knowing it, should bring us closer to understanding the diversity it shows and therefore be aware of the challenges it presents to a market of these characteristics in making purchasing decisions for individuals. With all these, it would be possible to identify the necessary changes in the product and be able to satisfy the target market.

#### General Objective:

The student will research the consumer behavior in the international context, using quantitative and qualitative research tools, promotion focus strategies and the execution of advertising campaigns.

#### Specific Objectives:

The student will understand the consumer behavior as individuals.

The student will analyze the consumer behavior from its social and cultural environment.

The student will analyze the consumer's purchasing decision making and its post-purchase satisfaction in the international environment.

The student will understand the brand equity in the consumer's purchasing decision.

**Proficiency Units:****INTRODUCTION**

Research the consumer

Market segmentation

The consumer behavior: its importance in the marketing strategy

**THE CONSUMER AS AN INDIVIDUAL**

Consumer's motivation

Consumer's personality and behavior

Consumer's perception

Consumer's learning, formation and change in the consumer attitudes.

Consumer's communication and behavior.

**THE CONSUMERS IN ITS SOCIAL AND CULTURAL ENVIRONMENT**

Reference groups and family influences

Social classes and consumer behavior

Cultural influence in the consumer behavior

Subcultures and consumer behavior

Intercultural consumer behavior: an international perspective

**BRAND PROCESS**

Brand equity foundation

Exploiting brand equity through brand extension

Consumer related brand experience

Selection process between national and international brands

**Teaching strategies:**

The learning to promote is the understanding of theories and their applications to any particular situation, through exercises derived from reality and those proposed by the authors of the biography used in the course.

1. Exposition by the teacher
2. Led group discussions
3. Theme presentations by students
4. Bibliographic research by students
5. Exercise presentations in group.

**Evaluation: general criteria for successful completion of course:**

1. Participation in group discussions and presentations in class: 20%
2. Average of 3 partial exams: 40%
3. Written homework: questionnaires and exercises. 20%
4. Attendance: 20%

***Bibliography***

ASSAEL, HENRY (última). Comportamiento del consumidor. Editorial International Thomson Editores, S.A. de C.V.

DUBOIS (última). Comportamiento del consumidor. Editorial Prentice Hall. ISBN 848322009.

LEON SCHIFFMAN Y LESLI LAZAR KANUX (última). Comportamiento del consumidor. Editorial Prentice Hall.

SOLOMON (última). Comportamiento del consumidor. Editorial Pearson Education y Prentice Hall.

**Desired academic profile for person in charge of course:**

Possess a Master's degree in Marketing or in areas related to this field.

Professional experience in marketing.

Teaching experience in Higher Education.

Teaching and technological training:

- Ease in teaching-learning tasks.
- Ease in group or individual communication with students
- Ability to use technological (IT) and teaching resources (computer, projector, slides, videos, etc)
- Course the teacher training process of the university

Other skills: Proficiency in English language (4 language skills)