

## Summer School Lisbon Syllabus

### Subject:

**CONSUMER BEHAVIOUR TRENDS**

### Lecturers:

**Prof. Ana Brochado**

Position at ISCTE-IUL: Assistant Professor with Habilitation

Ana Brochado is an economist and professor of marketing at the ISCTE-Instituto Universitário de Lisboa - Lisbon University Institute and a researcher at DINAMIA'CET-Centre for Socioeconomic and Territorial Studies. She is the President of the Regional Directorate Centro and Alentejo (DRCA) of the Portuguese Economist Association (Ordem dos Economistas). She served as the Vice Dean for administrative affairs and Vice Dean for faculty for five years and coordinated the PhD in Tourism Management. She joined the General Council of ISCTE. She worked for more than one decade as Senior Economist for the Portuguese Competition Authority (AdC) and the Securities Commission (CMVM). She joined the Strategic Board of Compete2020 as an expert in innovation policy evaluation methods. She is an external expert of the European Commission. She has a Bachelor of Science in Economics, a Master of Science in Quantitative Methods, a Doctor of Management and habilitation in Marketing. Her main research interests are marketing and hospitality marketing and management. She has authored or co-authored over 70 publications in top international journals in these fields, wrote over 40 book chapters and presented over 200 talks at international conferences. Her research received over 2000 citations. She has published in ABS4 (Annals of Tourism Research) and ABS3 (Journal of Business Research, International Journal of Contemporary Hospitality Management, International Journal of Hospitality Management) journals.

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### Course Structure:

<b>Course Title:</b> CONSUMER BEHAVIOUR TRENDS
<b>Department:</b> DMOGG
<b>Target:</b> Bachelor or Master students

<b>Pre-requisites:</b> None
<b>Objectives:</b> The development of an effective marketing strategy and marketing plans requires an in-depth understanding of consumer behavior and the decision-making process. The course is designed to introduce students to what happens before, during, and after the point of purchase. Accordingly, it illustrates the influences on how people gather information, form attitudes, make choices, behave, and evaluate their experiences. This course marries a theoretical foundation with practical applications to the everyday practice of marketing. At the end of this course, students should: <ul style="list-style-type: none"><li>• Be aware of the foundations of consumer behaviour;</li><li>• Understand the internal influences of decision-making;</li><li>• Predict how consumers buy and use products;</li><li>• Understand consumers in their social and cultural setting;</li><li>• Understand the role of social media in shaping how marketers respond to consumers;</li></ul>

- Identify the main trends in consumer behaviour.

**Programme:**

1. Buying, Having, and Being
2. Consumer, Sustainability and Social Well-Being
3. Perception
4. Learning and Memory
5. Motivation and Affect
6. The Self: Mind, Gender, and Body
7. Personality, Lifestyles, and Values
8. Attitudes and Persuasive Communications
9. Decision Making Process
10. Buying, Using and Disposal
11. Groups and Social Media
12. Income and Social Class
13. Cultures and Subcultures
14. Consumer Behaviour Trends

**Assessment:**

The evaluation is based on the following components and respective weights:

- Discussion/Class Activities - Case Studies and Group Discussions (every week) 10%;
- Student Presentation (Group Project) 40%;
- Final Exam 50%

**Teaching Method:**

Student should acquire analytical, information gathering, written and oral communication skills. The following learning methodologies will be used: 1. Expository to the presentation of the theoretical reference frames; 2. Participative, with analysis and resolution of application exercises, and analysis and discussion of case studies, and of support and reading texts; 3. Active with the development of assignments; 4. Self-study related with autonomous work by the student.

**Reading:**

The students will be provided at the beginning of the Summer School with a **Course Reading Packet** consisting of articles, various texts and case studies.

**References:**

- Costa, L., Teixeira, A. & Brochado, A. (2021). Determinants of consumers' frugal innovation acceptance in a developed country. *Young Consumers*. 22 (2), 185-201
- Brochado, A., Teiga, N. & Oliveira-Brochado, F. (2017). The ecological conscious consumer behavior: are the activists different?. *International Journal of Consumer Studies*. 41 (2), 138-146