

**COURSE OF STUDY STRATEGIC MANAGEMENT AND DIGITAL MARKETING**  
**ACADEMIC YEAR 2023/2024**  
**ACADEMIC SUBJECT CONSUMER BEHAVIOUR**

General information	
Year of the course	2023/2024
Academic calendar (starting and ending date)	II semester (19.02.2024-07.06.2024)
Credits (CFU/ETCS):	6
SSD	SECS/P-08
Language	Italian
Mode of attendance	Not mandatory

Professor/ Lecturer	
Name and Surname	Raffaele Campo
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Telephone	-
Department and address	Department of Economics and Finance, Largo Abbazia Santa Scolastica 53
Virtual room	Microsoft Teams, room code: pix9xam
Office Hours (and modalities: e.g., by appointment, on line, etc.)	By appointment by email

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	42		108
CFU/ETCS			
6	6		

<b>Learning Objectives</b>	<i>The aim of the course is to allow students to learn to analyze consumer choice processes and how, through marketing strategies, the preferences of consumers can be influenced. Starting from the basic theories of this discipline, i.e. cognitive theories, behaviorist theories and consumer culture theories, students will be able to analyze the behavior of consumers in terms of purchase and use of goods, by acquiring the fundamental concepts of need, motivation, involvement, learning, attitude and the role of the social environment. A further aim is to understand which marketing tools influence individual choices and preferences, giving students the foundations for understanding consumer psychology, cross-modality and the basic concepts of neuromarketing.</i>
<b>Course prerequisites</b>	<i>Being aware of issues relating to Marketing Management, with particular attention to knowledge of marketing plans and processes.</i>

<b>Teaching strategy</b>	<i>Lectures and Project work. There are also seminars with Entrepreneurs, Managers and personalities who relate to the world of consumers</i>
<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding</b>	○ understanding theories related to consumer behaviourxxxxxxxxx

<b>on:</b>	<ul style="list-style-type: none"> <li>○ understanding the companies' needs about consumer behaviour</li> </ul>
<b>Applying knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>○ ability to recognize the functioning of the mind regarding the dynamics of consumption</li> <li>○ ability to apply knowledge, also related to cross-modality and neuromarketing, to the practical context</li> </ul>
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> <li>○ Evaluating, independently, the phenomena related to consumer behavior, strengthening ability to reflect</li> </ul> </li> <li>• <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Use the correct vocabulary in terms of consumer theories, sensoriality and neuromarketing</li> </ul> </li> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ Understanding the dynamics of consumers' minds and how to evaluate causes and effects, also in a practical context</li> </ul> </li> </ul>
<b>Syllabus</b>	
<b>Content knowledge</b>	<p>CONSUMERS AS DECISION MAKERS          THE ROLE OF PERCEPTION IN CONSUMPTION PROCESSES          LEARNING PROCESSES AND CONSUMER BEHAVIOUR          THE MOTIVATION TO CONSUMPTION          NEUROMARKETING, EMOTIONS AND CONSUMER NEUROSCIENCE          IDENTITY BUILDING AND BRAND COMMUNICATION          CONSUMER ATTITUDES          VALUES AND SOCIAL INFLUENCE          CONSUMPTION IN CHILDHOOD AND ADOLESCENCE          THE CHANGE OF ATTITUDES          NEW TECHNOLOGIES AND CONSUMPTION          THE RELATIONSHIP BETWEEN THE ORGANIZATION AND THE CONSUMER          EXPERIENCE DESIGN, FROM PHYSICAL RETAIL TO DIGITAL CONTEXT          FOOD CONSUMPTION</p>
<b>Texts and readings</b>	<p>1) Olivero N., Russo V., <i>Psicologia dei consumi (terza edizione)</i>, 2022, Mc Graw Hill</p> <p>2) <i>Slides provided by the professor on the Teams channel cod. pix9xam</i></p>
<b>Notes, additional materials</b>	<i>Further material will be provided on the Teams channel cod. pix9xam</i>
<b>Repository</b>	-

<b>Assessment</b>	
<b>Assessment methods</b>	<i>Written test. For attending students (at least 70% of the lessons) who will do the projectwork, there will be a pre-session test</i>
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Understanding of the themes of the discipline and their connection</li> </ul> </li> <li>• <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Ability to apply theoretical notions to practical cases</li> </ul> </li> <li>• <i>Autonomy of judgment</i> <ul style="list-style-type: none"> <li>○ Reflection and reasoning skills</li> </ul> </li> <li>• <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Use of the specialized language of the discipline and linguistic quality and correctness</li> </ul> </li> <li>• <i>Communication skills</i> <ul style="list-style-type: none"> <li>○ Use of the specialized language of the discipline</li> </ul> </li> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ Ability to organize knowledge</li> </ul> </li> </ul>
<b>Final exam and grading criteria</b>	<i>The final mark is given out of thirty. The exam is considered passed when the grade is greater than or equal to 18. For attending students who will do the</i>

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	<i>projectwork: the final grade will be given by the average between the projectwork grade and the written pre-session exam grade (2 open and 2 closed questions, duration 1 hour). For those who do not do the projectwork, the final grade will be determined by the outcome of the written test (4 open questions, duration 1 hour and 30 minutes).</i>
<b>Further information</b>	-
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