

Course unit title: CONSUMER PSYCHOSOCIOLOGY**Course unit code: 1-2-07****Type of course unit:** compulsory**Level of course unit:** first cycle**Year of study:** 1st**Semester:** 2st**Number of ECTS credits allocated:** 3 ECTS**Name of lecturer:** José Nascimento**Objectives**

The Consumer Psychosociology discipline in the Business Communication course is directed towards consumer research and business communication efficiency, offering a thorough knowledge of the psychosocial processes and environmental influences that determine and condition consumer behaviour. It is therefore of the utmost importance in the nuclear disciplines as a whole which comprise the Business Communication course.

▪ Learning outcomes of the course unit

- Describe the main concepts, theories and models that explain and predict consumer behaviour;
- Assess consumer satisfaction, the determining points and consequences;
- Segment consumers by demographic, psychographic and behavioural criteria;
- Identify and characterize emergent segments.

Mode of delivery: face-to-face**Prerequisites and co-requisites:** none**Recommended optional programme components:** none**Course contents**

Introduction – discipline presentation; Basic concepts; Psychosocial processes: decision processes of consumer; individual differences; Psychological processes: environment influences – socio-cultural influences; Retail and situation influences; the consumption ethics – ethical behaviour; consumer defence.

Recommended Reading

- Engel *et al.* (2000). *Comportamento do consumidor*. R. Janeiro: L.T.C. Editora
- Nascimento, J. (2000a). *Satisfação do consumidor - o caso da televisão por cabo em Portugal*. Cascais: Principia.
- Bearden, W. *et al.* (1993). *Handbook of marketing scales*. London: Sage
- Nascimento, J. (1998). Credibilidade – o fundo da questão ou a questão de fundo. Em <http://www.iscem.pt>
- Nascimento, J. (1999). O que se diz por aí - o passa-palavra em comunicação e marketing. Em <http://www.iscem.pt>
- Nascimento, J. (2000b). Nova economia, novo consumidor. *Revista de Comunicação e Marketing*, Nº 1, Dezembro. Lisboa: ISCEM.
- Nascimento, J. (2001b). O segredo de Baco revelado – atitudes dos consumidores face aos vinhos de mesa. *Revista de Comunicação e Marketing*, Nº 2, Dezembro. Lisboa: ISCEM.
- Nascimento, J. (2002). Os Influentes – contribuição para o estudo dos líderes de opinião pública. *Revista de Comunicação e Marketing*, nº 3, Junho. Lisboa: ISCEM

Planned learning activities and teaching methods: Theoretical-practical lessons**Assessment methods and criteria**

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese