



Syllabus – PhD in Management

Anno Offerta / Academic Year	2025
Corso di Studio / PhD	PhD in Management
Insegnamento/Modulo	Consumer Behavior
Periodo Didattico /Term	April
Anno Corso / Year of the course	1
Settore	Marketing
CFU	3
Ore Attività Frontali / Total Hrs	15

Tipo Testo	Testo in Italiano/Inglese
OBIETTIVI/LEARNING GOALS	<p>This course will introduce students to the topic of consumer behavior. The main objective will be to present students with a comprehensive model that describes in detail the consumer decision making process and the different cognitive and affective stages in building a preference for a specific brand. A specific focus will be given on the internal and external influences that shape the consumer decision making in the digital age.</p>
RISULTATI DI APPRENDIMENTO ATTESI/ INTENDED LEARNING OUTCOMES	<p>Conoscenza e comprensione/ knowledge and understanding: Ex. Upon completing this course, students should be able to:</p> <ol style="list-style-type: none">(1) understand the importance of internal and external influences in shaping consumer behavior(2) learn the different stages of consumer decision making process(3) explore the implications of serving multiple markets and the emergence of new markets as opportunities for sales growth(4) determine the key stages in brand preference formation <p>Capacità di applicare conoscenza e comprensione/ Applying knowledge and understanding: Ex. Apply actionable insights to predict and shape consumer behavior</p> <p>Autonomia di giudizio/ making judgements: Ex. Making autonomous decisions on different steps of the research process</p> <p>Abilità comunicative/ communication skills: Ex. Presenting research work, papers, research proposal</p> <p>Capacità di apprendimento/ learning skills: Ex. Learning how to read papers, build theories evaluating research designs</p>
PREREQUISITI / ENTRY REQUIREMENTS	N.A.
CONTENUTI DEL CORSO / COURSE CONTENTS	<p>Session 1:</p> <ul style="list-style-type: none">• Introduction to Consumer Behavior. Steps in Consumer Decision Making Process. Brand Preference Formation. <p>Materials: Lecture slides and selected papers</p> <p>Session 2:</p> <ul style="list-style-type: none">• Internal and External Factors Influencing Consumer Behavior. <p>Materials: Lecture slides and selected papers</p> <p>Session 3:</p>

Settembre 2023



- The neurophysiology of consumer behavior. Brain structures and their functions. Neuromarketing methods and metrics.

Materials: Lecture slides and selected papers

TESTI DI RIFERIMENTO / REFERENCE BOOKS Selected Harvard business case studies. Selected articles from international marketing journals and business management magazine.
METODOLOGIE DIDATTICHE/ TEACHING METHODS	Ex. The students will read papers and other materials before class and discuss them in class under the guidance of the instructor
MODALITÀ DI VERIFICA E DI ACCERTAMENTO DELL'APPRENDIMENTO/ DETAILED DESCRIPTION OF ASSESSMENT METHOD	<ul style="list-style-type: none"> • Participation in class discussion (30%) • Final assignment (70%): Prepare a first draft of your research proposal, including: research problem and research questions, relevant theories and a first version of research design (choice and justification of a quantitative/qualitative research design, potential methods, data availability) <p>Evaluation criteria of assignment – The Academic Grading System valid in US is used for the evaluation of the students: an ‘A’ grade requires deep reflections, critical insights, and effective analysis; a ‘B’ grade requires understanding of course materials, clear and logical thinking. Lower grades mean that students lack these requirements.</p> <p>Late assignment policy – Students must appreciate assignment due dates as proper deadlines. Barring serious problems, late assignments will be marked down.</p> <p>Final Grades Releasing– Final grades with specific feedback on attendance/participation and performance will be release to each student via email within one month from the due date of the Final Assignment.</p>