

**Addendum – Course description**

Course	Consumer Behaviour		
Subject	Consumer Behaviour		
Module	Marketing and Communication		
Programme	International Semester in Commerce		
Plan	902	Code	75016
Teaching Period	Second Semester	Type	Compulsory
Cycle	Degree	Level	1º
ECTS Credits	6		
Language of instruction	English		
Responsible Teachers	Siro Bayón Calvo Miguel Varela Rodríguez		
Contact Data	Siro Bayón Calvo: Mail: siro.bayon@uva.es Miguel Varela Rodríguez: Mail: miguel.varela@uva.es		
Tutorial timetable	See Online Campus for details (Campus Virtual UVa)		
Department	Sociology and Social Work		

5. Teaching methods and methodological principles

- Video-Lectures on theoretical contents.
- Online practical activities based on readings, texts, videos, databases, among others.
- Online individual work and teamwork, with oral presentations by the students.



6. Dedication (from 13.3.2020)

In-class dedication	Hours	Not in-class dedication	Hours
		Theoretical classes	21
		Independent study of theoretical contents	15
		Independent work on practical contents	23
		Preparation of work, reports,	31
		Preparation for exam	22
Total	0	Total	112

7. Assessment

7.1. Ordinary call (normal period of examination)

Due to the COVID19 crisis, and according to the resolution of the University of Valladolid (link [here](#)), the assessment of the subject in the ordinary call is based on continuous assessment (100% of the mark). This continuous assessment entails all the activities done throughout the academic course. It is necessary to obtain 5 point out of 10 in the final mark to pass the subject.

Type	Weight in final mark	Description
Continuous assessment	100%	Assessment of activities done in class (before 13 th March) and outside of class.

7.2. Extraordinary call

The extraordinary call is only available for those students who do not pass the ordinary call of the subject. The extraordinary call will consist on either an exam or some specific tasks in order to compensate the mark obtained in ordinary call. The characteristics of the extraordinary call will be announced once the ordinary call is finished.