

SYLLABUS DEL CORSO

Psicologia del Comportamento Economico e dei Consumi

1920-3-E2004P029

Learning area

3: Study of socio-economic and cultural aspects related to communication processes

Learning objectives

Knowledge and understanding

- an understanding of the key factors of the development of Economic and Consumption Psychology
- the historical aspects of mass production
- the new configurations of the middle classes and the development of mass consumption

Applying knowledge and understanding

- multidisciplinary approach to the understanding of Economic and Consumption Psychology

Contents

The course aims to deepen the link between psychological processes and economic and consumer behavior. This theme will be analyzed from both points of view: how psychological processes influence behavior and how consumption phenomena influence psychological processes. Moreover, the course aims to illustrate the development of psychology in this area and the contribution of other disciplines, both from a theoretical and professional point of view.

Detailed program

The first part of the course will focus on the influence of psychological processes on economic and consumer behaviour:

- ? Decision making and economic and consumer behaviour
- ? Motivation and identity processes
- ? Social influence and consumption

The second part of the course will cover the effects of consumption phenomena on psychological processes and lifestyles:

- ? Historical analysis of consumption phenomena
- ? The new configurations of the middle classes and the development of mass consumption
- ? Relationship between organizations and consumers
- ? Consumption and health

Prerequisites

No prerequisite is indispensable to the student, beyond a basic psychological knowledge.

Teaching methods

Frontal lessons, case analysis, thematic seminars, observation of life contexts through photography, teamwork.

Assessment methods

The verification of learning will be carried out through a written examination aimed at verifying the specific knowledge of the main theoretical aspects of the course and an oral examination aimed at verifying critical analysis skills on the topics covered.

Participation in the optional activities (thematic analysis, exercises, etc.) proposed during the the course contributes to the final evaluation (only for attending students).

Textbooks and Reading Materials

More detailed information will be available at the proper page of the e-learning site.
