



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Psychology of Economic and Consumption Behaviour

1920-3-E2401P028

Learning area

2: Knowledge and skills useful to understand and change the relations among individuals and the psychosocial processes underlying groups, organizations and social systems

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 _____

? Decision making and economic and ___

? Motivation and identity processes

? Social influence and consumption

The second part of the course will cover the effects of _____

? Historical analysis of consumption _

? The new configurations of the middle classes _____

? 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 _____

Participation in the optional activities (thematic analysis, exercises, etc.) proposed during the _____

Textbooks and Reading Materials

- Bustreo (2018). La terza faccia della moneta. Milano: Franco Angeli - all
 - Thaler e Sunstein (2014). La spinta gentile. Milano: Feltrinelli editore - Introduction, Chapters 1-5, 12 e 15
 - Ferrari e Romano (1999). Mente e denaro - Chapter 2
 - Ferrari e Vecchio (2016). La psicologia critica e i rapporti tra economia, storia e psicologia - Chapter of Lozza
 - Course slides
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