UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Psychology of Economic and Consumption Behaviour

2021-3-E2401P028

Learning area

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

Learning objectives

Knowledge and understanding

- Knowledge of the key factors of the development of Economic and Consumption Psychology
- Knowledge of psychological processes that influence economic behavior and consumption
- Knowledge of the influence of consumption phenomena on individuals, relationships, organizations and life contexts
- Knowledge of technical concepts for marketing research

Applying knowledge and understanding

- Identification and critical analysis of the psychological effects of consumption phenomena
- Identification of psychological processes in economic behaviour
- Critical analysis of advertising and marketing strategies and identification of the psychological theories used
- Knowledge of the applications of marketing techniques for social issues
- Understanding of psychological professions in the field of consumption and economic processes

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. The course also aims to illustrate the development of psychology in this area, both from a theoretical point of view and from a professional one.

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
- Relationship between organizations and consumers
- Consumption and health

During the course various advertisements and marketing actions will be critically analysed, identifying the use of psychological theories. The use of marketing strategies for social issues (environment, health, etc.) will also be presented.

Prerequisites

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

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Teaching methods

Frontal lessons, case analysis, thematic seminars, meetings with professionals, observation of life contexts through photography, teamwork

Lessons will be held in presence or through online video lessons, according to the University’s regulations regarding the COVID-19 emergency situation. In both cases, all lessons will be video recorded and made available to the students.

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 course contributes to the final evaluation (only for attending students).

During the Covid-19 emergency, exams will be conducted according to the University’s regulations regarding the COVID-19 emergency situation.

Textbooks and Reading Materials

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