UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Consumer Psychology (blended)

2122-2-F5106P018

Learning area

Fundamentals and research methods in social and economic psychology

Learning objectives

Knowledge and understanding

- Models and Theories of decision making
- Models and Theories of attitudes and persuasion
- Contexts and Trends of consumption
- Prediction of consumer behaviour.

Applying knowledge and understanding

- Application of consumer psychology to marketing
- Research Methods
- Marketing cases

Contents

The course provides a complete overview of the main topics of Consumer Psychology and integrates theoretical contributions with case histories from main brands and companies.

Detailed program

The course is divided in three parts.

- The first one is about theoretical and scientific models for the understanding of the consumer as an individual, and focuses on decision making, perception, and learning.
- The second part is concerned with motivation, attitudes, identity construction in relation with products consumption and brands, the role of the socio-cultural context, the social group and advertising.
- The third part explores fields of application such as ‘information communication technologies for consumer research and strategy, food consumption, marketing of experience, social media strategy and analytics, UX and CX research.

Prerequisites

No one in particular

Teaching methods

Besides traditional lectures, learning is fostered by group exercises and e-learning based tests.

Exercises are aimed at developing reasoning skills, problem solving e the application of theory to real cases.

Lessons will be held in presence unless further COVID-19-related restrictions are imposed

Assessment methods

A written examination on closed and open questions aimed at evaluating the mastering of the topic theories and main concepts together with the ability to adopt appropriate methodologies for strategic applications.

An additional optional oral examination can be conducted on request on the overall programme that can increase or decrease the written exam mark to up to three points.

Students who are attending the classes are involved in group activities that will help preparation of the exam. Evaluations of group projects might contribute to the final mark to up to two points.

Textbooks and Reading Materials

The bibliography will be provided at the beginning of the course and published in the course web-site.