UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

# Psychology of Economic and Consumption Behaviour

**2627-3-E2004P029**

## Learning area

**2: Psychosocial aspects underlying communication.**

## 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.
- Understanding of psychological professions in the field of consumption and economic processes

***Making judgements***

- Formulation of independent and well-founded judgments about consumer phenomena and economic dynamics.
- Development of critical thinking about simplified models of human behavior, understanding their limitations

and inconsistencies with psychological reality.
- Acquisition of the ability to gather and process information from different perspectives (cognitive, affective, social and historical), integrating knowledge to analyze consumer decisions even in complex and uncertain situations characterized by limited rationality, heuristics and cognitive bias.
- Evaluation of the ethical implications of consumption, e.g., the destructive charge historically associated with it and the guilt that may result, and consideration of sustainable consumption behaviors.
- Critical analysis of marketing and communication strategies, identifying underlying psychological theories and their potential impacts.

***Communication skills***

- Clear, concise, and effective communication of content, problems, and solutions related to consumer psychology to both industry specialists and non-specialist audiences.
- Development of the ability to analyze and present complex data on consumer behavior, such as perception, attention, and segmentation strategies.
- Structuring of arguments that take into account the psychological, social and cultural nuances that drive consumer choices, making them capable of positively influencing consumer purchase decisions from an informed marketing perspective.

***Learning skills***

- Adoption of a multi-theoretical and multi-method perspective, encouraging the integration of knowledge from different disciplines (psychodynamic, cognitive, social, historical) to understand the complexity of consumption phenomena.
- Stimulation of continuous updating, given the rapid evolution of consumption contexts (e.g., postmodernity, digitization, neo-frugality).
- Proactivity in identifying new trends, understanding their psychological implications, and independently applying new theories and tools to address emerging problems in economic and consumption behavior.

## Contents

## Detailed program

## Prerequisites

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

For the academic year 2026/2027 it will not be possible to select this course as a single-course entry.
Exam not selectable from the study plan by students not enrolled in Scienze Psicosociali della Comunicazione *(Psychosocial Sciences of Communication)*.

## Teaching methods

## Assessment methods

## Textbooks and Reading Materials

## Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | RESPONSIBLE CONSUMPTION AND PRODUCTION