UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Consumer Psychology

2627-2-F9202P016

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

Making judgment
Working in groups and individually students will be guided in the search and evaluation of research sources and publications to develop individual critical judgements.

Communication skills
Group works are expecially designed to train students in the preparation of effective communicative material and in providing oral presentations where communication strategies will be taught and assessed.

Learning skills
Students improve learning strategies by adopting multiple tecniques, by reading, summarizing, comparing and elaborating on specific topics . They are especially taught how to develop critical thinking by having to find solutions

to research issues and applied problems.

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

The course is blended learning: **14** hours are carried out in traditional and frontal teaching methods while the remaining are managed both remotely and in class through independent study activities by the student (20%) and group work conducted by the course tutor and company testimoniances (80%). Participation in events will be offered as optional and additional activities.

Assessment methods

Exam is conducted by means of oral colloquium.
Mandatory study material is the book indicated in the reading list and the power points slides uploaded on the platform

Students will be assessed on their learning of the main theories illustrated during the lessons and on their understanding of the key constructs presented in class and described in the textbook.
The evaluation will also take into account the understanding of the research methods and concrete application to the different marketing cases discussed and illustrated during the lessons.

Textbooks and Reading Materials

The title of the text will be communicated before the starting of the lectures.

Sustainable Development Goals

GENDER EQUALITY | REDUCED INEQUALITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION