Course Descriptions None 2021-2022

Course Title	Consumer Psychology
Course Code	EBC4079
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	25-10-2021	10-12-2021		X			X

Level	Advanced
Coordinator	Cara de Boer For more information:c.deboer@maastrichtuniversity.nl
Language of instruction	English

Goals

Students will be able to:
* Predict how factors like relativity, ownership, social influence, arousal, and social market norms may influence consumer behavior
* Understand that consumers do not always act "rational"
* Make suggestions as to how marketers may benefit from consumer "irrationalities"
* Critically interpret research findings on the topic of irrational consumer behavior
* Identify the most appropriate statistical test for analyzing basic experimental data
* Identify the most appropriate experimental design for a specific research question
* Design a high-quality questionnaire
* Understand the different sampling procedures and measurement scales that are used in consumer research
* Work in teams
* Provide constructive feedback
* Organize and facilitate tutorials on the topic of irrational consumer behavior

Description

The Consumer Psychology course is a specialized course in the Strategic Marketing Master program that seeks to explore the fundamental issues of conducting scientific research in the area of customer behavior. In addition, it provides students with in-depth and advanced level insights in the (sometimes irrational) behavior of customers. By the end of this course, students will understand how (e.g.,) emotions, social influence, expectations and context affect consumers' choices and spending behavior. Moreover, students will gain insight into how these irrationalities can affect their personal life, their business life, and the way they look at the world. As a bonus you will also learn how much fun consumer science can be, and how to see more clearly the causes for our everyday behaviors, including the many cases in which we are "predictably" irrational. The course consists of two parts. The first part is dedicated to the fundamentals of conducting scientific research in the area of customer behavior (i.e., experimental designs, sampling procedures, measurement scales, questionnaire design, basic statistical tests). The second part is dedicated to discussing and reviewing academic articles on the topic of consumer behavior (facilitations).

Literature

* Academic articles
* Ariely D. (2010) Predictably Irrational. The hidden forces that shape our decisions. Harper Collins. ISBN: 978-0-06-135324-6

Prerequisites

All students who are admitted to the Master of Science in International Business can follow this course. Exchange students with a Bachelor degree in Business, or with another Bachelor degree including a minor in Marketing are also admitted. This course assumes basic knowledge of consumer behaviour at an introductory marketing level. An advanced level of English.

Teaching methods	PBL / Presentation / Lecture / Papers / Groupwork
Assessment methods	Final Paper / Assignment / Presentation
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Research - No specialisation	Year 1 Disc - IB Marketing-Finance
Master Business Research - No specialisation	Year 1 Disc - IB Strategic Marketing
Master Business Research - No specialisation	Year 2 Methodology Elective(s)
Master Business Research - Operations Research	Year 1 Elective Course(s)
Master Business Research - Operations Research	Year 2 Elective Course(s)
Master Human Decision Science	Elective Course(s)
Master International Business - Accounting and Business Information Technology	Elective Course(s)
Master International Business - Entrepreneurship and Business Development	Elective Course(s)
Master International Business - Managerial Decision-Making and Control	Elective Course(s)
Master International Business - Information Management and Business Intelligence	Elective Course(s)
Master International Business - Marketing-Finance	Compulsory Course(s)
Master International Business - Organisation: Management, Change and Consultancy	Elective Course(s)
Master International Business - Strategic Corporate Finance	Elective Course(s)
Master International Business - Strategic Marketing	Compulsory Course(s)
Master International Business - Strategy and Innovation	Elective Course(s)
Master International Business - Supply Chain Management	Elective Course(s)
Master International Business - Sustainable Finance	Elective Course(s)
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses