Course Descriptions None 2024-2025

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	28-10-2024	15-12-2024		X			X

Level	Intermediate
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 consumer behavior. Being able to investigate how consumers behave and understand why they do so is the key contribution of Marketing to business practice. Managers who really understand their consumers develop better products and promote their products more effectively. The course Consumer Psychology focusses on a set of psychological constructs relevant for consumer behavior. Every week we discuss one relevant topic in consumer psychology, such as self-control, financial constraint, or nudges, and explore its impact on consumer behavior. As a bonus you will also learn how much fun consumer science can be, and gain a unique insight into how consumer psychology can affect your personal life, your business life, and the way you look at the world.

Literature

The course uses mostly academic papers to gain insights into consumer psychology

Prerequisites

This course is in transition for the master Business Research.
See the Master Education and Examination Regulations for more information.

The following rule applies to master Business Research students who started the programme prior to academic year 2024-2025.
TRANSITIONAL REGULATION (EBC4079):
The master Business Research has been discontinued.
Courses of the Business Research master's programme will continue to be offered until and including academic year 2025-2026 with exam opportunities running until and including 2026-2027.

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 / Assignment / Papers / Groupwork / Research
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	Transitional Regulation
Master Business Research - Operations Research	Transitional Regulation
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