Course Descriptions None 2025-2026

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	27-10-2025	12-12-2025		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 individual differences, social influence and context may influence consumer behavior * Critically interpret research findings on the topic of consumer behavior * Identify the most appropriate statistical test for analyzing basic experimental data * Identify the most appropriate experimental design for a specific research question * Understand the different sampling procedures and measurement scales that are used in consumer research * Work in teams * Provide constructive feedback * Organize and facilitate tutorials
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 constraints, 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	- All students who are admitted to the master 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.
Transitional Regulations	TRANSITIONAL REGULATIONS <ul class="trcohorts"> - Master Business Research - Master Business Research - Operations Research - In 2024-2025 and 2025-2026 education and exam/resit opportunities are offered. - In 2026-2027 exam/resit opportunities are offered. - From 2027-2028 onwards, the course is cancelled. <table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2025-2026</td><td>X</td><td>X</td><td> </td></tr><tr><td>2026-2027</td><td> </td><td>X</td><td> </td></tr><tr><td>2027-2028 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table>
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	In transition - Y1 Disc IB Marketing-Finance
Master Business Research - No specialisation	In transition - Y1 Disc IB Strategic Marketing
Master Business Research - No specialisation	In transition - Y2 Methodology Electives
Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses
Master Business Research - Operations Research	Transitional Regulation
Master Human Decision Science	Elective Courses
Master International Business - Accounting and Business Information Technology	Elective Courses
Master International Business - Entrepreneurship and Business Development	Elective Courses
Master International Business - Managerial Decision-Making and Control	Elective Courses
Master International Business - Information Management and Business Intelligence	Elective Courses
Master International Business - Marketing-Finance	Compulsory Courses
Master International Business - Organisation: Management, Change and Consultancy	Elective Courses
Master International Business - Strategic Corporate Finance	Elective Courses
Master International Business - Strategic Marketing	Compulsory Courses
Master International Business - Strategy and Innovation	Elective Courses
Master International Business - Supply Chain Management	Elective Courses
Master International Business - Sustainable Finance	Elective Courses
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses