

Course Descriptions None 2026-2027

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

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2026	11-12-2026		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 within the Strategic Marketing Master's program that explores the fundamental principles of scientific research in consumer behavior. Understanding how and why consumers behave as they do is central to marketing, as it enables managers to develop better products and design more effective marketing strategies.

This course focuses on key psychological constructs that shape consumer behavior. Each week, we examine a specific topic—such as self-control, financial constraints, or nudging—and analyze its implications for consumer decision-making.

Beyond building theoretical knowledge, the course offers an engaging introduction to consumer science, providing insights that extend beyond the classroom. Students will gain a deeper understanding of how consumer psychology influences not only business practices, but also their own everyday decisions and perspectives on the world.

Literature The course uses academic articles.

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 <div class="trreg"><ul class="trcohorts">Master Business Research - No specialisationMaster Business Research - Operations ResearchIn 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;"><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></div>

Teaching methods PBL / Presentation / Lecture / Papers / Groupwork / Research

Assessment methods Final Paper / Written Exam / Assignment / Presentation / Take home exam

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 - Year 1 Disc IB Marketing-Finance
	Master Business Research - No specialisation	In transition - Year 1 Disc IB Strategic Marketing
	Master Business Research - No specialisation	In transition - Year 2 Methodology Electives
	Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses
	Master Human Decision Science	Elective Courses
	Master International Business - Accounting and Financial Analysis	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