# Course Descriptions None 2026-2027

| | |
|---|---|
| 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 | 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

<ul class="trcohorts"><li>Master Business Research - No specialisation [2023-2024 and earlier]</li><li>Master Business Research - Operations Research [2023-2024 and earlier]</li></ul><ol><li>In 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.</li><li>In 2026-2027 exam/resit opportunities are offered.</li><li>From 2027-2028 onwards, the course is cancelled.</li></ol><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 / 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 |