

## Course Descriptions NonDegree 2019-2020

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

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	28-10-2019	20-12-2019		X			X
5	14-4-2020	5-6-2020		X			X

Level Advanced

Coordinator Anouk Festjens For more information: a.festjens@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, you'll understand how emotions, social norms, expectations and context can often lead us astray. Moreover, you will gain insight into how these irrationalities can affect your personal life, your business life, and the way you 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 (4 sessions) 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 - Predictably Irrational (D. Ariely)  
 - Malhotra N.K.- Marketing Research – an applied orientation, 6th ed. Upper Saddle River: Pearson. ISBN: ISBN10: 0-13-609423-6, ISBN13: 978-0-13-609423-4  
 - several academic articles

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 Written Exam / 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 - Accountancy	Elective Course(s)
Master International Business - Controlling	Elective Course(s)
Master International Business - Entrepreneurship and SME Management	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 - Sustainable Finance	Elective Course(s)
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses