

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	30-10-2023	15-12-2023		X			X
Level	Intermediate							
Coordinator	Cara de Boer For more information:c.deboer@maastrichtuniversity.nl							
Language of instruction	English							
Goals	<p>Students will be able to:</p> <ul style="list-style-type: none">* 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	<p>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.</p>							
Literature	The course uses mostly academic papers to gain insights into consumer psychology							
Prerequisites	<p>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.</p>							
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				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				Elective Course(s)			
	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			