

MASTER'S DEGREE IN CONSUMER BEHAVIOUR: PSYCHOLOGY APPLIED TO FOOD, HEALTH AND ENVIRONMENT

Cremona
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**UNIVERSITÀ
CATTOLICA
del Sacro Cuore**

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The Interfaculty Master's degree Programme

The Interfaculty Master's Degree Programme

The Faculties of Psychology and Agriculture, Food and Environmental Sciences participate through their teaching, organisational and research resources in the running of the following study programme:

- **Consumer Behaviour: Psychology Applied to Food, Health and Environment** which relates to the LM-51 Psychology class. Degree taught in English.

Psicology

The educational offer of the Faculty of Psychology at Università Cattolica has a long history that began with the pioneering experiences of Father Agostino Gemelli, the University's founder, who – with his Psychology Laboratory launched at the beginning of the last century – decisively contributed to the progress of Italian psychology.

The Psychology Laboratory (1924), the Postgraduate Diploma Programme in Occupational Psychology (1955), the Institute of Psychology (1958), the Postgraduate Diploma Programme in Psychology (1964), the Department of Psychology (1983), the Degree Programme in Psychology (1993), the Agostino Gemelli Postgraduate School of Psychology – ASAG (2001), the Doctoral School in Psychology (2004), and the system of Postgraduate Diploma Programmes for the profession in psychotherapy (2020) are the important results of this path.

The Faculty of Psychology, founded in 1999, has quickly achieved a top position in the academic world and in the quality assessment rankings, positioning itself internationally among the top one hundred and fifty universities in the world and third in Italy (source: QS World University Ranking, 2020). It is also nationally consistently above the average of Italian psychology teaching courses (sources: Nucleo di Valutazione Università Cattolica and Alma Laurea).

In tune with its own history, while committed to updating its values for the present, the Faculty adopts and promotes a vision of psychology that is:

- attentive to the individual and to the contexts of life;
- anchored to the progress of the most qualified and up-to-date scientific research at international level;
- open to dialogue with other relevant sciences;
- pluralistic with respect to the schools and the theoretical and methodological orientations present in the discipline;
- interested in the application and intervention perspectives that psychological knowledge can support.

The Faculty, in light of the establishment of the Qualifying Degree in Psychology, has carried out a review of all its study courses with the aim of rereading the experiences gained so far from the perspective of the scientific, cultural and professional scenarios that will characterise the development of psychology in the coming years.

The overall educational offer of the Faculty of Psychology is based on two key educational criteria:

- a. anchoring the educational project to the training of competences aimed at entering the world of the psychological professions;
- b. developing the project from the perspective of continuous education and, therefore, articulating it at three levels placed within a coherent and coordinated path:
 - Level 1: **Degree in "Psychological Sciences and Techniques" (in Italian) and in "Psychology" (in English)**: basic formation
 - Level 2: **Graduate Degrees**: education for professional areas/profiles
 - Level 3: **Postgraduate**: advanced specialist education aimed at:
 - * research (**Doctoral School in Psychology**);
 - * the profession (**Agostino Gemelli Postgraduate School of Psychology and Postgraduate Diploma Programmes**).

At all levels, the teaching activities include particular attention to the student's path of in-depth study and professional growth. Formation makes use of interactive devices and educational workshops, constant tutoring, opportunities for group work and reworking, and a close relationship and meetings with bodies and professionals operating locally.

The graduate degree programmes qualify students for the profession as psychologists through direct registration with the regional professional Register of Psychologists, in accordance with recent ministerial provisions.

The educational offer is enriched by a network of international exchanges, including the Erasmus and Overseas exchange programmes, and Summer schools at prestigious foreign universities. In some graduate degrees, students also have the opportunity to attend a year of studies in twinned foreign universities, so obtaining the Double Degree.

Agriculture, Food and Environmental Sciences

Made in Italy agri-food is famous all over the world and is a distinctive feature of our culture and our economy. Its importance is also evidenced by the fact that the UN and the European Union have chosen Italy to be the seat of the FAO (Food and Agriculture Organisation) and the EFSA (European Food Safety Authority) respectively.

In this context, the Faculty of Agriculture, Food and Environmental Sciences plays a leading role, being able to count on a long and prestigious tradition. Founded in 1953 by Father Agostino Gemelli, first Rector of Università Cattolica, with the aim of becoming a "model" Faculty, it currently represents an absolute reference point, recognised internationally for advances in the field of scientific research as well as for the quality and innovation of teaching activities. It is a state-of-the-art, dynamic and open environment; most of the courses include practical workshop experiences, some degree programmes are entirely delivered in English, and the construction over time of a large and qualified international network allows students to spend periods of study abroad at important partner universities. The University Campus of Piacenza and Cremona, immersed in the so-called "Food Valley", is the ideal context in which to deepen the study of all the dimensions and stages of the agri-food sector in a circular supply chain perspective, defined as the "food system".

If in the 1950s the priority objective of the agri-food system was to increase productivity, today this sector is at the heart of a real scientific and technological revolution aimed at making primary products as well as those derived from plants, animals and microorganisms more environmentally friendly, of better quality and increasingly competitive in international markets. In line with these needs, the Faculty has constantly renewed the contents of its scientific and educational activities, going so far as to deepen the evolution of the most sophisticated agricultural production techniques, as well as those of the most modern industrial transformations; all inspired by the principles of sustainability and responsibility towards the environment. This translates into updated and innovative degree curricula in which there is space for topical subjects such as precision agriculture, the effect of climate change on the agri-food system, food safety, and innovation alongside tradition to increase the export of Made in Italy food products.

The effectiveness of classroom teaching activities is guaranteed by an optimal ratio of students to lecturers. This is further reinforced by substantial hours of workshop exercises and field visits; it is a distinctive feature of the Faculty, highly appreciated by students as it allows them to concretely experiment with the principles studied in the theoretical manuals.

The Faculty of Agriculture, Food and Environmental Sciences of Università Cattolica can boast a dense network of very close and collaborative relationships with the most important companies operating in the agri-food sector. Also thanks to these valuable synergies, students can access a wide variety of professions, so much so that for many of them it is possible to carry out an internship during their studies and, even more importantly, at the end of their studies more than 90% of graduates find an occupation consistent with their competences within a few months of obtaining their degree.



Consumer Behaviour: Psychology Applied to Food, Health and Environment

Cremona - Campus

Profile

The International Master's Degree in 'Consumer Behaviour: Psychology Applied to Food, Health and Environment' aims to train psychologists who are experts in understanding and modifying behaviour. A distinctive feature of the Master's degree will be the integrated view of the psycho-social and contextual processes that orient and determine the behavioural choices of individuals and their communities from a One Health perspective, with particular reference to lifestyles, health behaviours, food consumption and behaviour in favour of sustainability. The graduate will be able to work in prevention, clinical and rehabilitation, social communication, and business consulting contexts. Thus, graduates will acquire the basic knowledge and vocabulary necessary to converse with health and social care professionals, food technologists, nutrition experts, scientists and policy makers, marketing experts engaged in health promotion, nutrition, and the promotion of sustainability. Furthermore, students will acquire advanced methodological skills related to qualitative and quantitative research, as well as to the management and interpretation of "big data" for conducting intelligence initiatives on consumption and health behaviour.

Qualifying objectives of this degree are:

- deepening of the knowledge, content and methods of the psychology of health, consumption, decision-making and community, with a focus on their applica-

tion in the analysis of lifestyles, consumption and sustainability-related behaviour;

- the development of interdisciplinary knowledge, e.g. in health, economics, nutrition and the environment;
- the development of skills related to:
 - the design and implementation of research programmes concerning the analysis of behaviours of individuals, groups, communities and organisations related to health, nutrition and sustainability;
 - the design and management of intervention actions applied to processes of changing the behaviour of individuals, groups, communities and organisations in the direction of healthier and more sustainable behaviour.

Professional fields

The degree will train consumer and health psychologists who can work as consultants, freelancers, employees, etc. at

- market, consumption, communication and public opinion research institutes;
- marketing- and communication-related services and business functions;
- national and international manufacturing companies operating in the food and pharmaceutical sectors;
- local and national institutions and bodies, hospital institutions, local-level health promotion and prevention services, other psychological-clinical contexts;

- non-profit organisations;
- foundations and consultancy companies active in the area of food consumption, prevention and health promotion and sustainability;
- training agencies;
- web agencies and media agencies;
- agencies and services for extended social communication (advertising, information, communication);
- consulting companies;
- educational services;
- freelance activity as a psychologist.

In addition, graduates are eligible for a doctorate, specialisation schools and second-level master's degrees. It should be noted that in order to work as a psychotherapist it is necessary to have obtained a suitable qualification from a school of specialisation in psychotherapy or a university school of specialisation (the Catholic University offers three). It should be noted that in order to work as a psychologist, it is necessary to have been enrolled in Register A of the Order of Psychologists. Graduates in Consumer Behaviour: Psychology Applied to Food, Health and Environment are qualified to practise as psychologists.

Skills

- The degree will train psychologists capable of
- designing and implementing interventions for the prevention and promotion of health, proper food consumption and pro-environmental sustainability behaviour;
 - analysing consumption processes and guiding strategic and operational marketing decision-making;
 - designing and implementing social marketing campaigns;
 - supporting the conception, design and implementation of social communication plans;
 - managing engagement and participation processes in communities;
 - managing processes of empowerment and behavioural change;
 - supporting policy-making and advocacy processes;

- designing and conducting market research, both qualitative and quantitative.

Didactics

The master's degree pursues these goals through educational offerings - structured in the form of courses, specialised modules, laboratories and practical exercises.

A distinctive feature of the didactics will be the possible interconnection with the network of national and international companies, organisations and institutions linked to the territory, both in the health and agri-food sectors. In addition, the presence on the Cremona Campus of advanced research laboratories for the study of psychological and consumption dynamics, as well as laboratories linked to the agri-food disciplines, will allow students to "have a finger in the pie" with technologically and scientifically advanced research experiences. Lastly, the course is intended as a multidisciplinary experience and a bridge between hard and soft sciences to better equip future psychologists with advanced scientific, technical and methodological skills for the profession of consumer and health psychologist.

Corollaries of this approach are:

- the international vocation of teaching, thanks to invited professors from abroad, an international class group and numerous opportunities for educational exchanges with other countries (in the form of thesis experiences and training abroad, as well as the possibility of obtaining a double degree with a foreign university);
- a strong orientation towards active and interactive teaching;
- a strong commitment to tutorial teaching;
- the possibility of hands-on experience and research in the laboratory;
- the frequent use of (small) work groups, in which students have the opportunity to experience and share a knowledge- and skill-building process, acquire a critical and reflective attitude regarding professional skills, learn to work in a team, gain familiarity with confrontation, take responsibility, and manage complex situations;

- scholarships offered by major international companies will also be available for participation in the course.

In addition, during the second year, students will be involved in professional activities within the framework of the External practical internship with evaluation, including at companies and institutions, and generally related to the psychology profession aimed at further developing students' critical and autonomous judgement skills, their communication skills,

and their autonomous and continuous learning skills. This traineeship will also be the basis for the graduation qualification for registration as a psychologist

Curriculum

The curricula published here may be subject to change; official reference curricula will be presented in the specific Faculty Guide.

First year	ECTS
Advanced research methods for consumer intelligence	9
Consumer psychology (with project work)	8
Innovation in agri-food systems and technology	9
Social community psychology applied to health promotion (with project work)	8
One elective among: Food economics and marketing Sociology of food and health	6
- Elective courses ¹	8
Second year	ECTS
Behaviour change (with project work)	8
Clinical psychology of lifestyle (with project work)	8
Ethics	1
External practical internship with evaluation	14
Measuring and modelling psychological variables	8
Psychology of decision making (with project work)	8
One elective among: Management of innovation and organizational change Stakeholder engagement	6
One elective among: Animal welfare environmental impact assessment development Human nutrition, consumer health and food safety	6
External practical internship with evaluation The following training activities contribute to the achievement of the 20 Ects credits required by the legislation for the achievement of the External practical internship with evaluation: 1 Ects credit of Ethics, 5 Ects credits related to the project works of the courses in the study plan that provide them, 14 Ects credits of External practical internship with evaluation	14
Thesis	13
Total CfU/Ects of the Master's degree	120



Nota:

¹ *Elective courses list*

Two exams among the following:

Food footprint: the environmental impact of the agro food chain (5 Ects) (E)

Law and regulation in food value chains (5 Ects) (E)

Economics of sustainability and circularity in food systems (5 Ects) (E)

Agricultural, food and environmental policies (5 Ects) (E)

The study plan includes 8 credits of "Elective courses"; the two credits in excess will be counted as supernumerary.

Useful information for all graduate programmes

Specialist modules with Laboratory value

Specialised modules with laboratory include small group work with a lecturer or professional and activities in professional contexts outside the university. The aim is to explore and deepen targeted and significant areas of the competence profile focused within each degree programme. The detailed list of specialised modules with laboratories within each graduate programme will be announced at the beginning of the academic year and made available on the website and in the Faculty Guide.

E.P. (Professional Experience)

Organised in small groups of students, they are led by professionals from different areas of psychology, who accompany the students in their reflection, exploration and orientation on the issues of professional identity, skills and professional practices. The aim is to broaden the representations of the psychologist's profession in order to encourage reflection on one's own professional project and to offer direct experience in possible professional positions of reference.

Seminar on Deontological Ethics

During the second year, attendance at the seminar on ethical ethics for the psychology profession, for which 1 credit is awarded, is planned. The seminar is conducted in cooperation with the professional body and aims at familiarising people with the code of ethics of psychologists as well as addressing issues specific to each study course.

Practical-evaluative internship

The master's degree includes in-class practical activities conducted in small groups for a total of 6 credits (ECTS). In addition, during their studies, students are required to conduct an internship in a company, organisation or institution. The curricular internship counts for 14 credits (ECTS). Such practical activities are meant to foster students' acquisition of psychological professional skills.

Final thesis

In order to obtain the degree for the two-year graduate programme, 120 university credits (ECTS) are required, which are acquired with:

- the passing of examinations: each exam for courses is given a certain number of ECTS equal for all students and a grade (expressed in thirtieths) which varies according to the level of preparation;
- successful completion of training activities, such as: Specialised modules with workshop, P.E., Deontological Ethics seminar.
- graduate programme thesis.

The thesis, whether of an empirical nature or a critical analysis of empirical or theoretical issues, is a further test of whether the objectives have been achieved. The thesis is developed in an original way by the student under the guidance of a supervisor. The final mark is 110/110, with honours being awarded where appropriate.

Internationalisation

The Faculty offers a wide and varied range of international exchange programmes:

- Semester abroad - Erasmus, ISEP and Overseas - spending a semester at a European or non-European university

- Summer Programmes - Summer School and Focused Programmes Abroad which allow students to take one or two curricular courses during the summer on some of the best international campuses;
- Thesis abroad - to collect data or finalise the thesis abroad within an international degree context.
- Double Degree - obtaining a double degree with other European universities.

Work Experience Abroad - international internship experiences with extra-curricular value.

The International Exchanges Commission, specially set up within the Faculty of Psychology, provides interested students with annual guidance and validation of study programmes at foreign universities. The Board also ensures that the credits and hours of courses taken abroad are comparable to those of the courses in the student's profile, that the course programmes are equivalent to those of our University, and that exams taken abroad are validated on return to Italy.

Postgraduate training

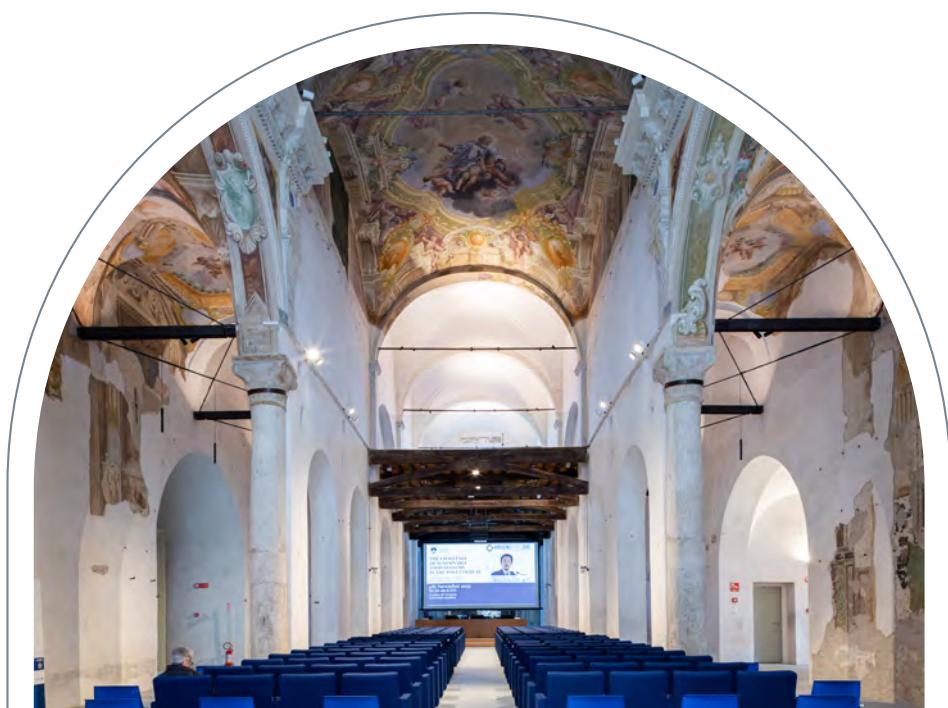
For those who wish to continue their research activity there is the possibility of access, via competition to the PhD programme at the Doctoral School in Psychology.

In addition, with a view to long-life and continuing professional training, a wide range of further education courses and Master's within the framework of the Agostino Gemelli High School is foreseen.

Graduates can enter the profession of Psychotherapist after qualification obtained by enrolling and passing training courses provided by schools of psychotherapy and by university schools of specialisation in the psychological area, including the School of Specialisation in Clinical Psychology, the School of Specialisation in Neuropsychology and the School of Specialisation in Psychology of the life cycle active in our university.

Psychotherapeutic professions

Graduates of all graduate programmes can enter the profession of psycho-therapist after enrolling in and passing training courses provided by Università Cattolica's specific schools of psychotherapy.



Theology Courses

The study plan for each course includes attendance of Theology courses in order to offer a motivated, reasoned and organic knowledge of the Catholic faith.

During the two-year period, a semester course of 30 hours in seminar and/or monographic form is planned, on a subject related to the profile attended, which will conclude with a test set by the professor/lecturer.

Costs and benefits

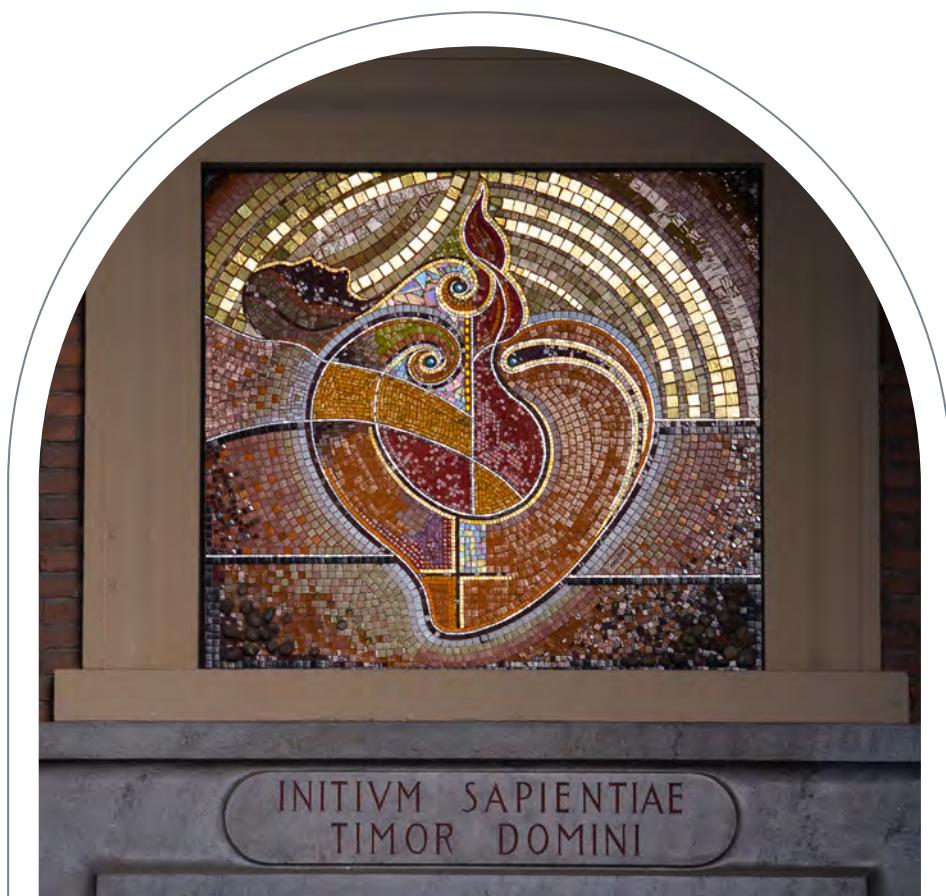
The amount of enrolment is determined on the basis of family income.

Every year, about 3,000 students are exempted from paying university fees on the basis of merit and financial conditions, and 4,000 receive additional financial benefits.

Disabled students with a certified disability equal to or greater than 66% and students with a recognised disability pursuant to Art

3, paragraph 1 law no. 104 dated 5 February 1992 are entitled to total exemption from the enrolment fee and university contributions (a single payment of € 100.00 is due upon enrolment, which includes the reimbursement of expenses and stamp duty).

Discounted rates are also available for off-site students living in the colleges of Università Cattolica.



Advice and Guidance at Università Cattolica

All campuses organise a day, virtually or in person, dedicated to those interested in a graduate degree programme : the Open Days are an opportunity to get to know the University and the courses on offer thanks to professors/lecturers' presentations, learn more about admission procedures and discover all the services on offer.

In addition, the Orientation and Guidance staff and students enrolled at Università Cattolica are available to answer any curiosity about the courses and admission procedures, but also to allow you to discover - through individual interviews and direct university experiences - all the opportunities that the University reserves for its students in order to make the most of their studies.

For all the details on degree programmes and for enrolment procedures, visit <https://www.unicatt.it/ammissione/iscrizione/area-matricole-iscrizione-a-laurea-magistrale.html> page or meet us at our desks and at the appointments scheduled throughout the year.



Orientation desk

You can book an information interview, remotely or in person, through this link:
<https://www.unicatt.it/ammissione/orientamento/fissiamo-un-incontro.html>

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Monday to Friday from 8 a.m. to 7 p.m., Saturday from 9 a.m. to 1 p.m.

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