# Consumer and Marketing Psychology

## Prof. Giulia Sesini; Prof. Edoardo Lozza

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce students to:

– The study of consumer behaviour from a psychological point of view;

– The use of technical and methodological expertise of consumer psychology in marketing decision making;

– The planning and use of consumer research in marketing activities.

*Intended learning outcomes*

At the end of the course students will be able to:

– Recognise the categories/theoretical approaches for the psychological analysis of consumers;

– Identify the different alternative methodologies for the study of consumers and management of problems regarding decision-making marketing both strategically and operationally.

– Choose the theoretical categories and research plans able to supply operative solutions for marketing problems.

– Design research projects and intervention within the ambit of consumer and marketing psychology.

– Prefigure applicative setbacks for decision-making marketing of individual research/intervention projects.

***COURSE CONTENT***

The course content is structured as follows:

Module 1: introduction to psychology of marketing and consumption

Module 2: research and marketing decision making

Unit 2.1: Consumer research as source of information and advice on marketing decision making: research cases.

Unit 2.2: Marketing questions and consumer research plans: research developments in strategic and operational marketing.

* + Analysis scenario
  + Market analysis
  + Segmentation and targeting
  + Branding
  + Product management
  + Pricing
  + Distribution
  + Promotion and advertising
  + Customer satisfaction & experience

Module 3: Consumer psychology

Unit 3.1: Psychological analysis of consumption: relevance and paradigm articulations.

Unit 3.2: Lines of development of consumer psychology: history, theories, processes and applications.

* + Historical-genetic psychology: consumption and consumers
  + Dynamic psychology: consumer motivations
  + Neuropsychology and cognitive psychology: consumer reactions to marketing, learning and consumer decisions
  + Social psychology: influencers and social influences (cultures, attitudes, values, ...) in consumption.

***READING LIST***

E. Lozza-C. Castiglioni, *Guidelines del corso*.

E. Lozza-G. Graffigna, *Introduzione alla psicologia dei consumatori,* Il Mulino, 2022.

A.J. Kimmel, *Psychological Foundation of Marketing,* Routledge, 2018 (chap. 1-4-7-8).

D. Dalli-S. Romani, *Il comportamento del consumatore - Acquisti e consumi in una prospettiva di marketing,* F. Angeli, Milano, 2013 (chap. 1-6-7).

Recommended reading:

L. Molteni-G. Troilo, *Ricerche di marketing,* Egea, 2012, chapters 6, 7, 8, 9, 10, 14.

Further study readings will be indicated during the course.

***TEACHING METHOD***

– Lectures.

– Guided practical work: individual and group activities; class and distance work.

– Case histories.

***ASSESSMENT METHOD AND CRITERIA***

During the exam the student will be introduced a problem of marketing decision making, from which he/her will be asked to develop a project of psychosocial research applied to marketing that should illustrate:

– categories / theoretical approaches of consumer psychological analysis useful to deal with the problem;

– a research design providing operational solutions for the marketing problem;

– operational effects on marketing decision making.

The oral exam will focus on the analysis of the theoretical and methodological choices applied by the student with a more detailed review of the main reading list references of the course.

The structure of the exam allows the assessment of both theoretical knowledge (also in terms of ability to select and apply it according to the different marketing issues) and students' skills in planning and developing research/intervention paths in consumer psychology applied to marketing.

The final mark, on a 30-point scale, will be based on knowledge and skills according to the following ranges:

* incomplete or insufficient knowledge of design/development skills: lower than 18
* exclusively mnemonic knowledge and limited design/development skills: 18-22
* fair ability to apply knowledge and good design/development skills: 22/26
* excellent ability to apply knowledge and solid design/development skills: 27/30

***NOTES AND PREREQUISITES***

Students should have basic knowledge of process methodology of applied psycho-social research as well as advanced knowledge of the main psychological paradigms (cognitive, dynamic, social psychology …).

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.