



APPLIES TO ACADEMIC YEAR 2004/2005

## GRA 2423 Psychology and Marketing

### Program

Advanced Specialization Course (MSc), Master's Degree Program in Marketing Management, 4th year, Master of Science in Business (Organizational Psychology), Master of Science in Leadership and Organizational Psychology, Master of Science in Marketing (Management)

### Responsible for the course

Linda Lai

### Department

Leadership and Organizational Management

### Term

According to study plan

### ECTS Credits

6

### Objective

Effective marketing depends on insights into how consumers receive, process and interpret information, and what factors influence attitudes, preferences and purchase decisions. Psychology comprises a broad range of theories that are relevant to understand and explain consumer behavior. This course offers students insights into important psychological aspects of marketing and consumer behavior, which will contribute to a better understanding of consumers' judgements and behavior, and hence provide an improved basis for predicting the effects of various types of marketing efforts. The insights offered are also pertinent to a broad range of activities beyond sales and marketing, e.g. information management and counseling, communication and persuasion.

### Prerequisites

Basic knowledge of business administration subjects.

### Compulsory literature

Cialdini, Robert B. 2001. *Influence: Science and practice* . 4th ed. New York: Harper Collins College Publishers.

Selected research articles

Course material (handouts)

### Recommended literature

Miller, D. 1998. *A theory of shopping* . Cambridge: Polity Press.

O'Keefe, Daniel. 1993. *Persuasion : theory and research* . 2nd ed. London: Sage Publications.

Lewis, A., P. Webley and A. Furnham. 1995. *The new economic mind: The social psychology of economic behavior* . New York: Harper Collins College Publishers.

### Course outline

The course centers on the following topics:

- The psychology of influence
- Decision making, rationality and judgment
- The psychology of money

### Computer-based tools

Electronic mail will be used frequently throughout the course.

### Course structure

The course is 36 hours in duration.

### Evaluation

Term paper (project assignment) that may be completed by groups of two or three students (accounts for 100% of the final grade).

Class attendance of a minimum of 75% of teaching hours as well as active participation in class discussions, presentations and assignments represent compulsory course requirements and hence a prerequisite for receiving course credits.

**Evaluation code(s)**

GRA 24231 - Term paper, which accounts for 100% of the final grade in GRA 2423, 6 credits.

**Aids at the examination**

All aids are allowed.

**Makeup exam**

A re-sit is normally held at the end of the next course.