

# Marketing and Consumer Psychology

## Brief description of course content (according to the programme's verification report)

- Descriptors:
  - Psychological aspects of the marketing mix
  - Psychosocial processes in the area of advertising
  - Psychological and sociable variables of the consumer
  - Purchase decision processes
- Contents:
  - Definition and relationships between Psychology, marketing and Consumer Psychology
  - Social marketing and social advertising
  - Psychosocial foundations of advertising persuasion
  - The process of advertising communication: design, creation and efficacy
  - Analysis of the consumer from a psychosocial perspective: culture, groups, family, social class and lifestyles.
  - Analysis of the consumer from a psychological perspective: motivation, perception, learning and memory
  - Consumer attitudes: formation and change
  - Models on the consumer's decision-making process

## Learning outcomes

### Cognitive:

- To know about the main psychosocial processes which occur in purchase behaviour, as well as the most salient historical background on the subject.
- To know about the main theories, techniques and strategies in Marketing and Consumer Psychology.
- To understand and value the importance and scope of the subject's contents in the applied field of Psychology.

### Procedural:

- To know how to properly use the terms and concepts for the subject and express yourself correctly and precisely.
- To analyse the main psychosocial processes which occur in purchase behaviour.
- To identify the psychosocial processes involved in purchase behaviour.
- To identify the techniques and strategies used in advertising and which respond to psychosocial processes studied in this course.
- To apply the knowledge and techniques acquired in the area of Social Psychology to advertising and marketing.
- To design market research.
- To design an advertisement.

### Behavioural:

- To foster a critical and self-critical attitude.
- To appreciate the importance of psychosocial processes in the world of marketing and advertising.
- To promote favourable attitudes to scientific research and the scientific method.
- To encourage respect for performing the profession ethically.
- To make students aware of the major influence of persuasive messages in advertising.

## **Planned learning activities**

### **Theory Syllabus**

#### **BLOCK I: BASIC PSYCHO-SOCIAL PROCESSES INVOLVED**

Topic 1. The role of marketing in a changing world: basic concepts.

- What is marketing?
- Basic marketing concepts.
- Marketing instruments.
- Consumer behaviour.

Topic 2. Market segmentation, commercial research and the main research methods on consumer behaviour.

- Market segmentation and segmentation bases.
- Commercial research: characteristics, functions and type.
- Stages of commercial research
- Information collection techniques

Topic 3. Decision-making and learning in the consumer.

- The purchase decision process.
- Roles in the purchase decision process.
- Stages in the purchase decision process.
- Consumer learning.
- Learning theories: cognitive interpretations and associationist interpretations.

Topic 4. The consumer's social perception and motivation.

- The concept of perception.
- Characteristics and components of perception.
- Process and uses of perception in marketing: price, brand and other advertising factors.
- Definition of motivation.
- Classification of motivations.
- Purchase behaviour motivation.
- Stimuli control: generalisation and discrimination. Theories about the consumer's purchase motivations.

Topic 5. Social attitude of the consumer and the process of influence.

- Definition and characteristics of attitudes.
- Sources of attitudes.
- Theories of attitudes.
- Functions of attitudes.
- Strategies to change attitudes
- Attitude measurement scales: unidimensional and multidimensional measurements.
- Social persuasion.
- Communication process design.

## BLOCK II: NON-COMMERCIAL MARKETING

### Topic 6. Social marketing.

- Concept and characteristics.
- Main goals of social marketing.
- Social marketing, social responsibility and ethics in marketing.
- Social marketing strategies.
- Marketing and the environment: environmentally-friendly marketing and marketing about recycling.
- Consumer protection and defence.

### Topic 7. Political marketing.

- Definition.
- The exchange relationship: the 'product' offered and the vote sought.
- Electoral marketing
- Political advertising: designing political advertisements and media used in electoral campaigns.

### Topic 8. Internal marketing.

- Introduction.
- Definition.
- The employee as consumer.
- Stages of internal marketing.

## Practical Syllabus

### Seminars/workshops:

- Miss Representation.
- Consumer learning
- Simulating the laws of assessment of alternatives for making purchase decisions, through practical cases.
- Neuromarketing
- Subliminal advertising.

### Field practical exercises

Practical exercise 1. Market segmentation.

Practical exercise 2. Design and execution of a social or commercial advertisement.

Important: The planned practical activities may be replaced with other similar activities according to the availability of suitable spaces to do them, or due to teaching criteria and/or time.