

year	code	course name	ECTS	type	semester	educational activity type	ECTS	hours	faculty
2	F9201P009	CONSUMER PSYCHOLOGY	8	optional	second semester	lecture	2	14	Olivero Nadia
						e-learning lecture	6	42	Olivero Nadia

CV: <http://www.unimib.it/go/176181440>

Course objectives

Knowledge and understanding

Models and Theories of decision making
Models and Theories of attitudes and persuasion
Contexts and Trends of consumption
Prediction of consumer behaviour_____.

Applying knowledge and understanding

Application of consumer psychology to marketing
Research Methods
Marketing cases

Textbooks Olivero, N. e Russo, V (2013) . Psicologia dei Consumi. Milano: Mcgraw Hill. ed

Prerequisites none

Teaching methods Lectures , group work and e-learning exercises

Learning assessments Written examination

Extended Syllabus

The course is divided in three parts.

- The first one is about theoretical and scientific models for the understanding of the consumer as an individual, and focuses on decision making, perception, and learning.
- The second part is concerned with motivation, attitudes, identity construction in relation with products consumption and brands, the role of the socio-cultural context, the social group and advertising.
- The third part explores fields of application such as 'information communication technologies for consumer research and strategy, food consumption, marketing of experience and non conventional marketing.