



## Department of Psychology

General information		
Name of the course	Psychology in marketing	
Course instructor	Nada Krapić	
Study programme	Psychology	
Status of the course	Elective course	
Year of study	2022-2023	
Language	English	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hours (Lectures + Exercises + Seminars)	30+0+15

1. COURSE DESCRIPTION
<b>1.1. Course objectives</b>
The aim of the course is to provide an overview of the theory and practice in the field of marketing and consumer behaviour or apply psychological knowledge in marketing management. That includes basic information about marketing, and information about external and internal influences on consumer behaviour.
<b>1.2. Course enrolment requirements and entry competences required for the course</b>
No requirements.
<b>1.3. Expected course learning outcomes</b>
By the end of this course, it is expected that students will be able to: 1. describe the key terms, concepts and theories of marketing management and consumer behaviour 2. understanding and predicting consumer behaviour by integrating psychological theories 3. develop a skill set for outlining consumer segmentation and integrating this into marketing plans 4. apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies 5. discuss about the advantages and disadvantages of the some interventions
<b>1.4. Course content</b>
1. Introduction: basic concepts of marketing management 2. Models of consumer behaviour 3. External determinants of consumption: demographic, cultural development and other processes 4. Internal determinants of consumption: personality, cognitive processes, motivation, attitudes and lifestyles 5. Processes after consumptions 6. Marketing metrics and research 7. Online marketing

### 1.5. Manner of instruction

- ✓ Lectures
- Exercises
- Fieldwork
- Individual assignments
- Multimedia and network
- Mentorship

✓ Other: consultations