

PSY-431: Marketing & Consumer Psychology (3 CHs)

Prerequisite: None

Course Description:

This course explores the intersection of marketing and psychology, focusing on understanding consumer behavior and the psychological factors that influence marketing strategies. Students will gain a comprehensive understanding of how psychology theories and principles can be applied to marketing practices, including consumer decision-making, brand perception, advertising, and market research. The course will also examine ethical considerations in marketing and the impact of digital media on consumer behavior.

Course Objectives:

The course will facilitate students to

- Understand the fundamental principles, theories and approaches of marketing and consumer psychology.
- To analyze the impact of marketing techniques on consumer decision-making processes in ethical context.
ethical considerations in marketing practices.
- To understand the influence of digital media on consumer behavior.

Course Learning Outcomes:

By the end of the course, students will be able to:

- Identify and explain key theories and concepts in marketing and consumer psychology.
- Analyze and evaluate consumer behavior and marketing strategies using psychological frameworks and ethical perspectives.
- Apply psychological principles to develop effective marketing strategies.
- Recognize and analyze the influence of digital media on consumer behavior.

Course Contents:

- Introduction to Marketing and Consumer Psychology
- Consumer Decision-Making Process
 - Information processing and decision-making models
 - Factors influencing consumer decision-making
- Perception and Branding
 - Perception and its role in consumer behavior

- Branding strategies and their impact on consumer perception
- Attitudes and Persuasion
 - Formation and change of attitudes
 - Persuasive techniques in marketing
- Motivational determinants of consumer behavior
- The Emotional Consumer
- Advertising psychology
- Market Research and Consumer Insights
 - Research methods in consumer psychology
 - Ethical considerations in market research
- Segmentation and targeting
 - Market segmentation strategies
 - Targeting specific consumer groups
- Advertising and Communication
 - Advertising strategies and their psychological impact
 - Message design and persuasion techniques
- Branding and Consumer Loyalty
 - Brand loyalty and its psychological underpinnings
 - Building and maintaining brand loyalty
- Pricing and Consumer Behavior
 - Psychological pricing strategies
 - Consumer decision-making in pricing contexts
- Ethics in Marketing
 - Ethical considerations in marketing practices
 - Consumer protection and social responsibility
- Digital Marketing and social media
 - The impact of digital media on consumer behavior
 - Online advertising and social media marketing
- Cross-Cultural Consumer Behavior
 - Cultural influences on consumer behavior
 - International marketing implications
- Consumer Satisfaction and Post-Purchase Behavior
 - Customer satisfaction and its impact on future behavior
 - Post-purchase evaluation and consumer feedback
- Emerging Trends in Marketing and Consumer Psychology
 - Current trends and future directions in marketing and consumer psychology
 - Reflection on the course content and its application in real-world contexts

Reference Books:

- Solomon, M. R. (2017). Consumer Behavior: Buying, Having, and Being (12th ed.). Pearson.
 - Cialdini, R. B. (2007). Influence: The Psychology of Persuasion (Revised ed.). HarperCollins.
 - Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson.
 - Schiffman, L. G., & Kanuk, L. L. (2017). Consumer Behavior (11th ed.). Pearson.
- Ariely, D. (2008). Predictably Irrational: The Hidden Forces That Shape Our Decisions. HarperCollins.