COURSE DETAIL

PSYCHOLOGY OF MARKETING
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Psychology Business Administration
UCEAP Course Number 128
UCEAP Course Suffix
UCEAP Official Title PSYCHOLOGY OF MARKETING
UCEAP Transcript Title PSYCH OF MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course provides a psychological foundation for understanding consumer behavior and marketing strategy. The course builds from current psychological theory to understand recent marketing applications. Topics include perception, attention, memory, language, categorization, creativity, social cognition, and personality, and their application to product design, marketing communications, and brand management. Students on this course learn: how the basic principles of psychology constrain and predict consumer perceptions and preferences; how psychological models can be used to develop effective marketing strategies and campaigns. Topics covered in this course include: perception and sensory marketing; perceiving similarity and differentiation; consumer memory; the language of marketing communication; marketing emotions; creative consumption; brand personality; social aspects of consumption. Prerequisites for this course include an introductory marketing course.

Language(s) of Instruction
English

Host Institution Course Number
30295

Host Institution Course Title
PSYCHOLOGY OF MARKETING

Host Institution Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30295&anno=2024&ri...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2023-2024

Print