

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 Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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