

B-IBM-M 6 Market, Consumer, and Media Psychology

B-IBM-M 6.1 Marketing and Consumer Psychology

Code B-IBM-M 6.1	Workload 125 h	Duration 1 Semester	Workload 56 h physical synchronous contact hours
Level Bachelor	ECTS-Credits 5	Frequency both WS and SS	0 h online synchronous contact hours
Module Responsibility Prof. Dr. Joost van Treeck	Teaching Units 56	Language of Instruction German, on request of course and lecturer English	14 h guided private study hours 55 h private study hours

Courses

Learning Outcomes/Competencies

The students who have successfully completed the module are able to:

- apply essential instruments of empirical organizational research and to critically evaluate diagnostic methods,
- identify diagnostic processes and interpret and evaluate diagnostic results,
- describe and apply modern organizational concepts and intervention measures at different organizational levels,
- critically evaluate intervention goals and intervention results and to describe management methods for organizational change processes,
- recognize potential disruptive factors in corporate change processes and to deal with resistance at different organizational levels, and
- locate stakeholders for organizational change processes and respond to them in a targeted manner.

Module Content

Introduction to Market and Advertising Psychology

- The importance of marketing in the entire economic process and society
- Special challenges of advertising communication in the market
- Psychological aspects of the 4-P model (product, price, place, promotion)
- Relevance and conception of market segmentation and target group design
- Psychological target group design
- Introduction to the purchase process

Consumer and His Buying Motives and Information Search - Psychology of the Pre-Purchase Phase Part 1

- Attention and search for information
- Theoretical foundations and research approaches of visual perception
- (Purchase) behavior-relevant attitude models
- (Purchase) behavior relevant need, motive and motivation models
- Development of target group systematics (taking BigData data sources into account)

Consumption 4.0: How Digitization Changes Consumption

- Definition: Trade 4.0, Labor 4.0, Industry 4.0, Consumption 4.0
- Progressive digitalization of consumption: development lines & central changes for consumers
- instant shopping
- Digitized payment
- Augmented, Mixed & Virtual Reality
- Research needs

Companies and Their Advertising Communication - Psychology of the Pre-Purchase Phase Part 2

- Formal and psychological design aspects of communication measures
- Change of attitude through advertising communication (two-path model, learning theories, self-perception)
- Content design aspects (incl. humor, eroticism, fear)
- Attention techniques
- Socialization through advertising communication
- Special forms of advertising (Ambient, Ambush, Guerilla, Virals, Buzz, WoM)
- Evaluation of advertising effect and advertising success, especially comparing classical and special advertising forms
- Social media marketing (current high reach social networks (as of 2019: Facebook, Instagram))
- Influencer marketing

Purchase Phase - Psychology at the Point of Sale

- Distortions of perception relevant to shopping psychology
- Shopping Motivation
- Social-psychological phenomena that guide decisions (reactance, objective self-supplementation, attitude dissonances, identity etc.)
- Testimonial and influencer effects and selection (balance theory)
- Subliminal and incidental influencing at the POS (including priming, display advertising at the POS etc.)
- Adaptive pricing strategies
- Irradiation phenomena
- Cognitive effort of different purchase decisions

Customer Satisfaction and Customer Relations - Psychology in the After-Sales Phase Part 1

- Perception phenomena of the ownership of objects (ownership and effort effects)
- Word-Of-Mouth-Marketing (theory, origin, management)
- Customer satisfaction (Disconfirmation-Confirmation Paradigm)
- Customer Loyalty

Customer Relationship Management - Psychology in the Post-Purchase Phase Part 2

- Fundamentals of classic Customer Relationship Management
- Customer lifetime value models
- Dealing with communication crises (shitstorms, greenwashing, management of peaceful customers)
- Psychological customer relationship models and management concepts
- Summary, overview and integration of all module contents

Learning Activities and Teaching Methods

Physical Synchronous Contact Hours:

Lecture, interactive development of the contents, exercises in the form of small group work, case studies and role plays, short presentations.

Online Synchronous Contact Hours:

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Guided Private Study Hours:

Prepared learning material in the form of digital literature and other specialist texts, learning videos, case studies and learning tasks as individual or group tasks, research tasks, preparation of short presentations.

Private Study Hours:

Accompanying study of literature, exam preparation.

Pre-Requisites

The successful completion of the following modules is recommended:

B-IBM 2.1	Mathematics and Statistics I
B-IBM 2.2	Mathematics and Statistics II
B-IBM 4.1	Marketing, Social Media Marketing and E-Commerce
B-IBM 4.2	Market Research and Empirical Research Methods
B-IBM 4.3	Consumer Behavior and Market Psychology

Assessment Methods and Evaluation Criteria

Students complete this module by passing a written exam, which comprises 90 minutes. A pass in this module is achieved when the overall grade is greater than or equal to 4.0.

Value of Module Grade for Final Grade

5/170 ECTS credit points in Bachelor's degree programs of the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

5/170 ECTS credit points in Bachelor's programs with an internship semester in the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

Literature

Eysenck, M. W., & Keane, M. T. (2015). *Cognitive Psychology: A Student's Handbook* (7th ed.). London: Psychology Press.

Fennis, B. M., & Stroebe, W. (2015). *The Psychology of Advertising* (2nd ed.). Oxfordshire: Routledge.

Gill, L. (2015). *Advertising and Psychology*. Oxfordshire: Routledge.

Grey, M. (2018). *Advertising & Psychology: The Perfect Duo: The Subliminal Hidden Message*. Scotts Valley, CA: CreateSpace Independent Publishing Platform.

Mc Mahon, C. (2019). *The Psychology of Social Media*. Oxfordshire: Taylor & Francis Ltd.

Pligt, J., & Vliek, M. (2016). *The Psychology of Influence*. Oxfordshire: Routledge.