

Valid from 2026.HS

<b>Module description: Consumer Psychology</b>	
<b>Module Code</b>	w.MA.XX.COPS.26HS
<b>ECTS Credits</b>	3
<b>Language of Instruction/Examination</b>	English
<b>Module Description</b>	This module introduces students to the psychological foundations of human behavior and their applications in the context of consumption. The first half of the course provides a broad overview of key areas in general psychology, including evolutionary, neuro-, cognitive, personality, and social psychology, laying the groundwork for understanding the mechanisms that shape human thought and action. Building on this foundation, the second half focuses on core topics in consumer psychology, exploring how individuals perceive, evaluate, and engage with products, brands, and markets.
<b>Organizational Unit</b>	Institut für Marketing Management
<b>Module Coordinator</b>	Kurt Alexander Ackermann
<b>Deputy Module Coordinator</b>	Pia Furchheim
<b>Legal Framework</b>	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
<b>Module Category</b>	<b>Module Type</b> Compulsory Elective
<b>Contribution to Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>
<b>Contribution to Learning Objectives</b>	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>

## Module description: Consumer Psychology

<b>Module Learning Objectives</b>	Students... <ul style="list-style-type: none"> <li>understand the broad historical, evolutionary, and psychological foundations of human cognition and behavior.</li> <li>can integrate multiple layers of explanation (biological/evolutionary → psychological → contextual → consumer-specific) to analyze consumer phenomena.</li> <li>understand how consumers operate within social, cultural, and commercial contexts.</li> <li>can apply key theories of consumer behavior to analyze marketplace phenomena.</li> <li>can assess real-world marketing problems through a consumer-psychology lens.</li> </ul>																														
<b>Module Content</b>	<ul style="list-style-type: none"> <li>General Psychology (Humans as beings)</li> <li>Consumer Psychology (Humans as consumers)</li> </ul>																														
<b>Digital Learning Resources</b>	<ul style="list-style-type: none"> <li>Reader</li> </ul>																														
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<b>Classroom Attendance Requirement</b>	Other  Attendance is mandatory in week 7 and week 14 to take the in-class exams. Absence will result in a grade of 1.0 for the corresponding in-class exam.																														
<b>Comments</b>	Assessment: Can not be reworked after.																														