

<b>General Information</b>	
Academic subject	Marketing Psychology
Degree course	Sciences of political, social and organizational communication
Curriculum	
ECTS credits	6
Compulsory attendance	No
Language	Italian

<b>Subject teacher</b>	Name Surname	Mail address	SSD
	Amelia Manuti	amelia.manuti@uniba.it	MPSI/06

<b>ECTS credits details</b>	6		
Basic teaching activities	Face to face		

<b>Class schedule</b>	
Period	I Semester Academic Year 2019/20
Year	I
Type of class	Lecture- workshops

<b>Time management</b>	
Hours measured	40
In-class study hours	
Out-of-class study hours	

<b>Academic calendar</b>	
Class begins	
Class ends	

<b>Syllabus</b>	
Prerequisite requirements	Students should be able to understand the dynamics underlying the main processes of marketing psychology and consumer behavior.
Expected learning outcomes	<p>Knowledge and understanding: students would be able to connect knowledge coming from the different disciplinary fields explored during past education and to develop a critical reading of the organizational complexity.</p> <p>Applied knowledge and understanding: Students would be able to apply this knowledge by using qualitative and quantitative methodologies as to plan and realize organizational interventions.</p> <p>Judgment autonomy: Students would be able to</p>

	<p>develop an autonomous and critical judgment as to evaluate different organizational contexts.</p> <p>Communicative skills: students would be able to use efficiently the main tools of organizational communication both at an interpersonal as well at a mediated level.</p> <p>Learning skills: students would be able to develop a metacompetence allowing them to learn how to learn thus enhancing not only the formal dimension of knowledge but also its non formal and informal ones.</p>
Contents	<ul style="list-style-type: none"> <li>- Consumer as a decision maker</li> <li>- Perception and consumer behavior</li> <li>- Social influence and persuasion</li> <li>- Communication e marketing</li> <li>- Brand identity, brand personality and consumer identity</li> <li>- Consumers' attitudes</li> </ul>
Course program	
Bibliography	Olivero, N., Russo, V., (2009) Manuale di Psicologia dei consumi McGraw & Hill Milano
Notes	
Teaching methods	Academic lessons, simulations, role playing sessions
Assessment methods	The preparation will be assessed through a final written exam with open questions. This modality will allow to assess knowledge acquisition transferred thorough frontal lessons. During the course, simulations and teamworks will allow to assess skills and abilities acquisition as for the planning and analysis of the workplace. Moreover, soft skills related to communication, critical thinking and public speaking will be assessed as well.
Further information	