

**Science of Public, Social and Organizational
Communication**

General information	
Academic subject	Psychology of Marketing
Degree course	II
Academic Year	2022-2023
European Credit Transfer and Accumulation System (ECTS)	6
Language	Italian
Academic calendar (starting and ending date)	October 2022/January 2023
Attendance	Not compulsory

Professor/ Lecturer	
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Virtual headquarters	
Tutoring (time and day)	Tuesday 10-12 and on Teams upon appointment if necessary

Syllabus	
Learning Objectives	The course is addressed to transfer competences for the analysis of the dynamics behind marketing consumption and to provide tools to read and interpret consumers' perceptions and consumption behaviors.
Course prerequisites	Students would need to have basic skills in communication and some methodological skills to develop tools for psycho-social research in the field of marketing
Contents	<ul style="list-style-type: none"> - Consumer as a decision maker - Perception and consumer behavior - Social influence and persuasion - Communication e marketing - Brand identity, brand personality and consumer identity - Consumers' attitudes
Books and bibliography	Olivero, N., Russo, V., (2009) Manuale di Psicologia dei consumi McGraw & Hill Milano
Additional materials	

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours

Hours			
40	20	10	10
ECTS			
6			
Teaching strategy			
		Academic lessons, simulations, role playing sessions	
Expected learning outcomes			
Knowledge and understanding on:		Knowledge and understanding: students would be able to connect knowledge coming from the different disciplinary fields explored during past education and t develop a critical reading of the organizational complexity.	
Applying knowledge and understanding on:		<ul style="list-style-type: none"> ○ 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 	
Soft skills		<p>Judgment autonomy: Students would be able to 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>	

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Assessment and feedback	
Methods of assessment	The preparation will be assessed through a final written exam with open questions. This modality will allow to assess knowledge acquisition transferred through 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.
Evaluation criteria	<ul style="list-style-type: none"> • <i>Knowledge and comprehension:</i> Ability to develop cognitive mapping articulating new knowledge with the previous one; • <i>Applied knowledge and comprehension:</i> Ability to make concrete exemplifications and to recall case studies referred to the topics covered; • <i>Judgement autonomy:</i> Ability to develop a personal point of view on the issues debated; • <i>Communicative abilities:</i> Argumentative abilities, use of the proper scientific language; • <i>Learn to learn abilities:</i> Ability to re-elaborate the contents learnt and to internalize them;
Criteria for assessment and attribution of the final mark	The exam will be articulated into 6 questions upon the contents discussed in the course. To each question a score from 1 (the lowest) to 5 (the higher) will be attributed with reference to the following criteria: pertinence, exhaustiveness and argumentation of the answer.
Additional information	