

COURSE OF STUDY
SCIENCE OF PUBLIC, SOCIAL AND ORGANIZATIONAL COMMUNICATION (LM-59)
ACADEMIC YEAR 2023/24
ACADEMIC SUBJECT
PSYCHOLOGY OF MARKETING

General information	
Year of the course	<i>II</i>
Academic calendar (starting and ending date)	<i>I semester (October 2023-January 2014)</i>
Credits (CFU/ETCS):	12 CFU
SSD	<i>Psychology of Marketing– M-PSI/06</i>
Language	<i>Italian</i>
Mode of attendance	<i>Not compulsory</i>

Professor/ Lecturer	
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Department and address	<i>Room 310 - Palazzo Chiaia Napolitano Via Crisanzio 42</i>
Virtual room	MS Teams code 5p6zqnr
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Tuesday 10-12 (time and day may vary because of classes timetable)

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
<i>150</i>	<i>28</i>	<i>20</i>	<i>102</i>
CFU/ETCS			
<i>6</i>	<i>4</i>	<i>2</i>	

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

Teaching strategies	
Expected learning outcomes in terms of	
Knowledge and understanding on:	Students would be able to connect knowledge coming from the different disciplinary fields explored during past education and develop a critical reading of the organizational complexity
Applying knowledge and	Students would be able to apply this knowledge by using qualitative and

understanding on:	quantitative methodologies as to plan and realize organizational interventions
Soft skills	<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> ○ Students would be able to develop and autonomous and critical judgment as to evaluate different organizational contexts. • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Students would be able to use efficiently the main tools of organizational communication both at an interpersonal as well at a mediated level. <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> ○ 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
Syllabus	
Content knowledge	<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
Texts and readings	Olivero, N., Russo, V., (2009) Manuale di Psicologia dei consumi McGraw & Hill Milano
Notes, additional materials	<i>Further readings and tools will be provided during educational activities</i>
Repository	<i>Study materials will be available on the official page of the department linked to the teacher's profile.</i>

Assessment	
Assessment methods	<i>Assessment will be conducted through written examinations.</i>
Assessment criteria	<ul style="list-style-type: none"> • <i>Knowledge and understanding</i> <ul style="list-style-type: none"> ○ Ability to develop cognitive mapping articulating new knowledge with the previous one • <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ Ability to make concrete exemplifications and to recall case studies referred to the topics covered • <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ Ability to develop a personal point of view on the issues debated • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Argumentative abilities, use of the proper scientific language • <i>Communication skills</i> <ul style="list-style-type: none"> ○ Convey ideas and information through the use of spoken language, use of non-verbal and visual communication • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ Ability to re-elaborate the contents learnt and to internalize them
Final exam and grading criteria	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. The final mark is expressed in 30 the minimum is 18. The final mark will be related to the abilities of students to show mastering in the criteria previously indicated
Further information	