

Social and Consumer Psychology

Code: 104798
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OT	4	1

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

There are no prerequisites for this course.

Objectives and Contextualisation

This subject offers an approach to the social, relational, cultural and historical nature of the psychological processes of the person and introduces the importance of social processes in the understanding and explanation of consumer or interest group behavior.

Therefore, its main objectives are:

- 1) To know what the Social Psychology of consumption is: evolution, theories and methodologies.
- 2) To reflect on the existing relationships between social psychology and consumer or stakeholder behavior.
- 3) To obtain a global vision of the main variables that affect the consumer.
- 4) To understand the symbolic dimension that characterizes the phenomenon of consumption.
- 5) To understand the functioning of the basic psychological processes involved in consumer behavior, such as attention, perception, sensation, learning and memory.
- 6) To analyze the attitudes, motivations and needs of individuals and their implication in the purchasing decision, as well as the psychological effects of purchasing behavior.
- 7) To reflect on the relevance of consumption as a praxis of relationship and generation of identity in contemporary society.
- 8) To examine new perspectives and critical lines in the praxis and resignification of social and consumer demands.

Competences

- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.

- Display thorough knowledge of the contemporary world in its social, economic, political and cultural dimensions.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

Learning Outcomes

1. Communicate using language that is not sexist or discriminatory.
2. Demonstrate knowledge of the fundamental psychological principles of communication.
3. Find what is substantial and relevant in documents within the subject.
4. Identify the main inequalities and discriminations in terms of sex/gender present in society.
5. Interpret and discuss documents on psychology applied to communication.
6. Interpret the repertoire of emotions that can intervene in the transformation of need or desire into a willingness to buy and consume.
7. Plan and conduct academic studies in the field of psychology of communication.
8. Present a summary of the studies made, orally and in writing.
9. Propose projects and actions that incorporate the gender perspective.
10. Submit high-quality coursework on time, which requires attention to both individual and group work.
11. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

The contents will be structured in the following blocks:

- Social psychology and consumption.
- Consumer and audience analysis.
- Consumption as a dominant praxis in global society.
- Cognitive functions and basic psychological processes.
- Decision-making.
- Social demands and contemporary trends.

The detailed schedule, with the content of the different sessions, will be displayed on the day the course is presented and will be posted in the Virtual Classroom where students will be able to find a detailed description of the exercises and practices, the different teaching materials and any other information necessary to take the courses properly.

Methodology

The teaching methodology includes directed, supervised and autonomous activities and will combine and integrate theoretical classes with discussion groups and directed seminar sessions, as well as tutorials.

Moodle will be used as a fundamental communication tool.

Note: The proposed teaching methodology and assessment may undergo some modification depending on the restrictions imposed by the health authorities. In this case, the teaching team will provide details of the changes through the moodle classroom

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Formal lectures	33	1.32	4, 6, 5
Oral presentations	2	0.08	1, 2, 8, 10, 11
Seminars	15	0.6	1, 4, 6, 5, 7, 9, 3
Type: Supervised			
Follow-up and tutoring	8	0.32	2, 8, 4, 5, 7, 10, 9, 11, 3
Type: Autonomous			
Preparation of works and reports	20	0.8	1, 2, 8, 5, 7, 10, 9, 11
Reading	30	1.2	4, 5, 11, 3
Self-study	38	1.52	4, 6, 11, 3

Assessment

Competences and contents will be assessed through the following evidence, which makes up the continuous assessment:

- Exam (40% of the grade).
- Attendance, participation and delivery of the reports of the Seminars (20%).
- Individual work (20% of the grade).
- Group exhibition (20%).

To pass the subject in the continuous assessment it is necessary to obtain a grade equal to or higher than 5 in all activities (Exam, Individual work, Group presentation and Seminars).

There will be recovery of SUSPENDED ACTIVITIES in the continuous evaluation, except for the seminars.

Recovery features:

- EXAMINATION (THEORY): The recovery will be done through an examination of the same type as the one of the continuous evaluation. The mark in the resit exam will be in terms of APTE or NOT APTE.
- INDIVIDUAL WORK: The recovery will be done repeating the work of the subject and / or the incorrect sections.
- GROUP EXHIBITION: The recovery will be done repeating the work of the subject and / or the incorrect sections.
- SEMINARS: cannot be recovered unless one has not been delivered for justified reasons. In this case, it will be agreed with the teachers of the subject.

Assessable: The student will be considered assessable if he/she has presented evidence of learning with a weight equal to or higher than 40% of the total of the subject.

Non-assessable: It will be considered non-assessable the fact that although the student has submitted several tests, the total weight in relation to the whole subject is less than 40%.

Recovery: Students who, throughout the continuous assessment, have taken tests with a weight equal to or greater

Plagiarism

The student who performs any irregularity (copy, plagiarism, identitytheft, etc.) that may lead to a significant variation in the grade of an act of evaluation, will be graded with 0 this act of evaluation. In case of more than one irregularity, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	2	0.08	1, 2, 8, 4, 6, 3
Group presentation	20%	2	0.08	1, 2, 8, 5, 7, 10
Individual work	20%	0	0	2, 10, 11
Seminar participation and reports	20%	0	0	2, 8, 5, 9, 3

Bibliography

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Gil, A.; Feliu, J. (2004). Psicología económica y del comportamiento del consumidor. Barcelona: Editorial UOC

Klein, N. (2000) No logo. El poder de las marcas. Barcelona: Paidós.

Morgado, I. (2012). Cómo percibimos el mundo. Ariel.

Quiñones, C., (2013). Desnudando la mente del consumidor: consumer insights en el marketing. Paidós Empresa.

Quintanilla Pardo, I. (2002) Psicología del Consumidor. Madrid: Prentice Hall.

Rivas, J. A.; Esteban, I. G. (2010). Comportamiento del consumidor. Decisiones y estrategia de marketing. Madrid: Esic Editorial.

Ruiz Maya, S. y Alonso Rivas, J. (2013) Casos prácticos de comportamiento del consumidor. Madrid: Editorial ESIC.

Schiffman, L.G.; Kanuk, L.L. (2005) Comportamiento del Consumidor. Madrid: Pearson.

Torres J. (2004) Consumo, luego existo. Poder, mercado y publicidad, Barcelona: Icaria

Vinyals, A. (2019). El consumidor tarado. Barcelona: Amazon.

Zaltman, G. (2003) Cómo piensan los consumidores. Barcelona: Empresa Activa.

Software

The use of free software tools will be encouraged whenever possible.