

## Psychology and Marketing

Code: 103246  
ECTS Credits: 3

**2025/2026**

Degree	Type	Year
Food Science and Technology	OB	4

### Errata

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#### Teaching groups languages

You can view this information at the [end](#) of this document.

#### Prerequisites

To take this course there is no prerequisite.

### Objectives and Contextualisation

#### Main objective:

To unveil the fundamentals of psychology applied to marketing, considering aspects of the individual's own functioning (individual variables, basic psychological processes), as well as sociocultural factors (interpersonal and social variables) that may influence the acquisition or purchase process of a product or a service, as well as to describe the impact of all these variables on the different business' decisions and communication strategies.

The specific objectives are:

1. To unveil the main contributions of psychology to the field of marketing and to describe the role of the consumer in the broad process of making business decisions.
2. To examine individual and social determinants involved in each of the buying or acquisition of a product and/or service moments.
3. To carry out a report that allows to put into practice, understand and analyze in greater depth and applied form, the theoretical knowledge explained in class.

## Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Appreciate the human population's need for food and avoid its deterioration and loss.
- Display basic knowledge of how agrofood businesses are organised and how all their departments are managed.
- Display knowledge of the history and anthropology of nutrition and the underlying psychological and sociological causes of dietary behaviour.
- Identify, explain and apply regulations on the production, sale and marketing of foods. Plan consumer-training strategies.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

## Learning Outcomes

1. Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
2. Define a commercial strategy for a business and draw up a marketing plan.
3. Design strategies for positioning food products.
4. Draw up training materials aimed at the average food consumer and at schoolchildren.
5. Establish plans for raw materials supplies and for rotating processed foods.
6. Identify consumers' motivations.
7. Identify little-used sources of raw materials and ways of valorising by-products.
8. Identify the cultural causes of food preferences and aversions.
9. Identify the marketing tools that are most widely used by agrofood businesses.
10. Know the time periods and places that correspond to the various dietary cultures.
11. Name the bodies that govern international trade in food.
12. Recognise the importance of shelf-life in food distribution.
13. Relate the availability of food resources and successive technological advances to the various dietary patterns.
14. Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
15. Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

## Content

- Lesson 1: Psychology and marketing. What is marketing? Characterization and application fields.
- Lesson 2: Consumer behavior: Basic psychological processes applied to marketing.
- Lesson 3: The consumer in his/her socio-cultural environment.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous tasks	22	0.88	

Practical lessons and seminars	10	0.4
Theoretical classes (lectures or master classes of theory)	15	0.6

The development of the course is based on the following activities:

1. Theoretical classes to explain the fundamental concepts of the different lessons of the subject.
2. Practical classes and seminars where specific contents will be presented and activities will be carried out by means of different methodologies to delve into the theoretical concepts.
3. Completion of a written report and its corresponding oral presentation (in group or individually) applying the theoretical concepts.
4. Individual mandatory complementary activities.

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.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final test with multiple choice questions	50%	3	0.12	2, 3, 5, 8, 9, 6, 10, 12
Mandatory complementary activities	10%	3	0.12	1, 15, 14, 2, 3, 8, 9, 6, 12
Oral exposition	10%	0	0	1, 15, 14, 2, 9, 6
Written report	30%	22	0.88	1, 15, 14, 11, 2, 3, 4, 5, 7, 8, 9, 6, 12, 13

#### Continuous evaluation

The competencies of this subject will be evaluated through the following learning pieces of evidence:

- Ev1: Final test with a weight of 50%.
- Ev2: Practices and seminars: evaluation of written work (30% weight), oral presentation of the before mentioned (10% weight) and other mandatory complementary activities (10% weight delivering all mandatory activities).

To pass the subject, both learning pieces of evidence (Ev1 and Ev2) must be approved with a minimum grade of 5 in each. In the event of failing Ev1, the maximum grade that can be obtained on the retake day will be a 5.

Class attendance is not mandatory nor does it count to the final grade.

#### Single assessment

The competencies of this subject will be evaluated through the following learning pieces of evidence:

- Ev1: Final test with a weight of 60%.
- Ev2: Practices and seminars: evaluation of written work (30% weight) and oral presentation of the before mentioned written work (10% weight).

To pass the subject, both learning pieces of evidence (Ev1 and Ev2) must be approved with a minimum grade of 5 in each. In case of failing Ev1, the maximum grade that can be obtained on this Ev1 on the recovery call will be 5. The same recovery system as for continuous assessment will be applied. The same "not assessable" criteria as for continuous assessment will be applied. The review of the final grade follows the same procedure as for continuous assessment.

The submission date for the written work and its corresponding oral presentation (Ev2) will be both carried out on the same day the single assessment (Ev1) is scheduled.

Class attendance is not mandatory nor does it count to the final grade.

The continuous evaluation will be carried out on the same day as the single assessment.

When it is considered that the student has not been able to provide sufficient assessment evidence, this subject must be graded as not assessable. That is, when neither evidence Ev1 nor Ev2 is submitted.

## Bibliography

### BOOKS

- Alonso, J., Fernández, A., García, I., Martínez, E., Rivero, L., Ruiz, S., Solé M.L. (1999). *Comportamiento del consumidor*. Madrid: ESIC.
- Añaños, E., Estaún, S., Tena, D., Mas, M.T., Valli, A. (2009). *Psicología y Comunicación Publicitaria*. Bellaterra: Servei de publicacions de la UAB.
- Courtis, P., Haugvedt, C.P., Her P.M., Kardes, F.R. (2008). *Handbook of Consumer Psychology* (1272 pág.). Lawrence Erlbaum Associates: Nueva York.
- Dubois, B. (1998). *Comportamiento del consumidor: Comprendiendo al consumidor*. México: Pearson Educación.
- Kothler et al. (2010). *Introducción al marketing* (2<sup>a</sup> ed.) Madrid: Prentice Hall.
- Quintanilla, I. (1994). *Marketing y psicología: Conceptos y aplicaciones*. Valencia: Promolibro.
- Schiffman, L. (2005). *Comportamiento del consumidor*. México: Pearson Educación.

### SCIENTIFIC JOURNALS

- [Journal of Consumer Psychology](#)
- [Journal of business and psychology](#)
- [Psychology & marketing](#)

## Software

None.

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PAUL) Classroom practices	1	Catalan	first semester	morning-mixed

