

**Psychology and Marketing**

Code: 103246  
ECTS Credits: 3

Degree	Type	Year	Semester
2501925 Food Science and Technology	OB	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**

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**

- 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.

**Learning Outcomes**

1. Define a commercial strategy for a business and draw up a marketing plan.
2. Design strategies for positioning food products.
3. Draw up training materials aimed at the average food consumer and at schoolchildren.
4. Establish plans for raw materials supplies and for rotating processed foods.
5. Identify consumers' motivations.
6. Identify little-used sources of raw materials and ways of valorising by-products.
7. Identify the cultural causes of food preferences and aversions.
8. Identify the marketing tools that are most widely used by agrofood businesses.
9. Know the time periods and places that correspond to the various dietary cultures.
10. Name the bodies that govern international trade in food.
11. Recognise the importance of shelf-life in food distribution.
12. Relate the availability of food resources and successive technological advances to the various dietary patterns.

## Content

- Lesson 1: Psychology and marketing. What is marketing? Characterization and application fields.
- Lesson 2: Basic psychological processes of the consumer applied to marketing.
- Lesson 3: Interpersonal factors and marketing: Reference groups and opinion leaders.
- Lesson 4: Socio-cultural factors and marketing: Social class, lifestyles and culture.

## Methodology

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

### Face-to-face:

1. Theoretical classes consisting of master sessions to explain the fundamental concepts of the lessons of the subject.
2. Practical classes and seminars where specific contents will be presented and activities will be carried out in the same classroom (group work, oral presentation in class).

### No face-to-face (autonomous work):

1. Completion of a written report (in group or individually) applying the concepts of theory.
2. Individual complementary activities proposed in class.

## Activities

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	2, 3, 7, 5

## Assessment

The competences of this subject will be evaluated through the following learning evidences:

- 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 complementary activities (10% weight).

To pass the subject, both learning evidences (Ev1 and Ev2) must be approved with a minimum grade of 5 in each. In case of not attending to the first evaluation call for Ev1, the maximum grade that can be obtained on this Ev1 on the recovery call will be 5.

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

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Complementary activities	10%	0	0	6, 7, 8, 5, 11
Final test with multiple choice questions	50%	3	0.12	10, 2, 3, 4, 7, 5, 9, 12
Oral exposition	10%	0	0	11
Written report	30%	25	1	1, 2, 3, 4, 7, 5

## 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.
- Curtis, P., Haugtvedt, 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.
- Kotler et al. (2010). *Introducción al marketing (2ª 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](#)