



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Consumer Psychology

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Consumer Psychology (V1017)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MÓNICA AMÂNCIO DA SILVA BORGES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Provide students with technical and scientific knowledge to understand phenomena relating to consumer behavior in general

15. Specific Objectives

- Understand the main concepts, theories and models of consumer behavior
- Apply the principles of consumer behavior to real-world situations
- Understand market segmentation strategies and targeting specific consumer groups
- Explore the role of brands in consumer behavior
- Understand the impact of technology and e-commerce on consumer behavior
- Understand sustainable consumption trends and their implications

16. Skills to be acquired

Apply knowledge of consumer behavior to marketing campaigns and product development.

17. Teaching Methodology

Theoretical-practical, with lectures, practical exercises and discussions.



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18. Course Unit Program

1. Importance of consumer behavior in marketing, key concepts and terminology
2. Psychological aspects: perceptions, motivations, learning and memory. Their role in consumer behavior
3. Social and cultural influences: groups and opinion leaders; social media
4. Personality and lifestyles
5. Consumer attitudes, beliefs and behavior
6. Consumer decision-making process
7. The impact of advertising on consumer perception
8. Buying behavior and consumer decision-making in stores (situational influences)
9. Trends in online shopping and e-commerce
10. Consumer behavior in services

19. Assessment Methods

2 Continuous Assessment Tests + Practical Assignments + Attendance and participation in class
+ Final Assessment Test

20. Didactic Resources

Bibliography and multimedia content.

21. Sustainability Objectives

4. Ensure access to inclusive, quality and equitable education and promote lifelong learning opportunities for all
8. Promote inclusive and sustainable economic growth, full and productive employment and decent work for all

22. Keywords

Consumer Behavior
Purchasing Decision
Decision Process
Market
Brand
Advertising
Marketing



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23. Main Bibliography

Author(s): Solomon, Bamossy, Askegaard and Hogg
Title: Consumer Behaviour- a European Perspective
Edition: 7th Year: 2019
Local: England
Publisher: Pearson education

Author(s): Pardo, Ismael Quintanilla
Title: Psicología del Consumidor
Edition: 1a Year: 2002
Local: Madrid
Publisher: Prentice-Hall

Author(s): Mowen, John C., Minor, Michael S.
Title: Comportamento do Consumidor
Edition: 1a Year: 2006
Local: Brasil
Publisher: Prentice-Hall

24. Complementary Bibliography

Author(s): Paco Underhill
Title: Why we buy
Edition: 3a Year: 2009
Local: New York
Publisher: Simon and Schuster

Author(s): Martin Lindstrom
Title: Buyology
Edition: Year: 2009
Local: London
Publisher: Random House



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PSICOLOGIA DO CONSUMO': Academic Year 2023/2024
Autor / Author	Prof. Doutora MÓNICA AMÂNCIO DA SILVA BORGES
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
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