UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Consumer Psychology

Academic Year 2025/2026

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

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

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 CHEROUK AMR ABDELHAKIM YASSIN

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Provide students with the scientific knowledge to understand consumer behavior

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, targeting and positioning to specific groups of consumers.
-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

Understanding the phenomena related to consumer behavior in general.
Apply the knowledge of consumer behavior analysis in marketing campaigns.
Identify the different types of the consumer decision making.
Analyse the psychological behaviour of the consumer before and after the purchase.

17. Teaching Methodology

Theoretical-practical, with presentations, practical exercises

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

18. Course Unit Program

1. Importance of consumer behavior in marketing, key concepts and terminology
2. Psychological Aspects: Perceptions, motivations, learning and memory.
3. Social and Cultural Influences: groups and opinion leaders; social media
4. Personality and Lifestyles
5. Consumer attitudes, beliefs and behaviors
6. Consumer Decision Making Process
7. Consumer purchasing behavior and decision-making in stores
8. Online shopping and e-commerce trends
9. Consumer Behavior in Services

19. Assessment Methods

2 Continuous Assessment Tests + Practical Work + Class attendance + Final Assessment

20. Didactic Resources

Bibliography and multimedia contents.

21. Sustainability Objectives

4. Guarantee access to inclusive, quality and equitable education, and promote opportunities lifelong learning for all

8. Promote inclusive and sustainable economic growth, full and productive employment and decent work for all

22. Keywords

Consumer behavior
Buying decision
Decision Process
Market
Brand
Advertising

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

23. Main Bibliography

Author(s): Del I. Hawkins and David L. Mothersbaugh
Title: Consumer Behavior Building Marketing Strategy
Edition: 11th Year:
Local: USA
Publisher: The McGraw-Hill

Author(s): Michael R. Solomon
Title: CONSUMER BEHAVIOR Global Edition
Edition: 9th Year:
Local: USA
Publisher: Pearson Education

Author(s):
Title:
Edition: Year:
Local:
Publisher:

24. Complementary Bibliography

Author(s):
Title:
Edition: Year:
Local:
Publisher:

Author(s):
Title:
Edition: Year:
Local:
Publisher:

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PSICOLOGIA DO CONSUMO': Academic Year 2025/2026
Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0

(c) Universidade Lusíada, 2025

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt