UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Elective Course I - Consumer Psychology

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Elective Course I - Consumer Psychology (V2138)

5. Scientific Area

6. Curricular Year

3rd

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.
-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

Apply purchase decision models and apply consumer behavior analysis to marketing campaigns.
Identify the different types of consumer decision-making.
Analyze consumer psychological behavior before and after purchase.
Interpret consumer trends and develop marketing strategies based on behavioral profiles.

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

PPT Slides and multimedia projection, thematic handouts, practical cases and examples of real campaigns.
Moodle platform.
Bibliography.

21. Sustainability Objectives

The UC contributes to the following SDGs:
SDG 4 ? Quality Education, by promoting critical and ethical skills applied to consumer behavior;
SDG 12 ? Responsible Consumption and Production, by encouraging sustainable consumption patterns and the analysis of their social, psychological, and environmental implications.

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:	14th	Year:	2019
Local:	USA		
Publisher:	The McGraw-Hill		

Author(s):	Michael R. Solomon and Cristel Antonia		
Title:	CONSUMER BEHAVIOR Global Edition		
Edition:	14th	Year:	2024
Local:	USA		
Publisher:	Pearson Education		

Author(s):	Soren Askegaard, Margaret Hogg, Michael Solomon e Gary Bamossy		
Title:	Consumer Behaviour A European Perspective		
Edition:	7th	Year:	2019
Local:	USA		
Publisher:	Pearson Education		

24. Complementary Bibliography

Author(s):	Cherouk Amr Yassin		
Title:	Understanding consumer digital consumption behaviour in the edge of social media platforms., 394-41		
Edition:	9(10)	Year:	2021
Local:	USA		
Publisher:	Open Journal of Social Sciences, 9(10)		

Author(s):	Cherouk Amr Yassin and Ana Maria Soares		
Title:	Understanding impulse buying: a two-faceted tale		
Edition:	40(7)	Year:	2023
Local:	UK		
Publisher:	Journal of Consumer Marketing		

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 'OPÇÃO I - 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