

Etude approfondie des comportements du consommateur

Lecturer

Sabine POHL (Coordinator)

Course mnemonic

PSYC-E525

ECTS credits

5 credits

Language(s) of instruction

French

Course period

Second term

S. J. and G. F. Lowenstein (1991). "Time-inconsistent preferences and consumer self-control." *Journal of consumer research* 17: 1-16.

Other information

Contact(s)

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Evaluation method(s)

Other

Evaluation method(s) (additional information)

Case study and oral presentation

Course content

Brand - Impulse behavior - sensory marketing

Teaching method and learning activities

Case study

References, bibliography and recommended reading

Dittmar, H., Beattie W., et al. (1995). "Gender identity and material symbols : Objects and decision considerations in impulse purchases." *Journal of economic Psychology* 16: 491-511. Hoch,

Programmes

Programmes proposing this course at the faculty of Psychology, Educational Sciences and Speech and Language therapy

MA-PSYC | **Master in Psychology** | finalité Occupational psychology, business psychology and organisations/unit 2, finalité Research/unit 1 and finalité Research/unit 2