

PS377-15 Consumer Psychology and Marketing

22/23

Department

Psychology

Level

Undergraduate Level 3

Module leader

Samuel Johnson

Credit value

15

Assessment

33% coursework, 67% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

Psychology students are potentially well-suited to careers in marketing because of their special insight into the workings of the mind. This module helps to fill in gaps in understanding of both basic marketing principles and the application of psychological principles to consumers. This can be valuable not only for students considering careers in marketing, but more broadly for any student who is curious to understand how the marketplace functions and how they fit in as a consumer.

Marketing is about much more than advertising and selling. It is the process of creating, communicating, and delivering value for consumers. A firm's understanding of its consumers' minds is crucial for every aspect of a successful marketing campaign. This module covers the basics of marketing and consumer psychology both from the theoretical side and from the practical side, with a particular eye toward how a deep understanding of consumers' minds can generate value for the customer, the firm, and society. A special focus of this module will be how psychology and marketing interact, such that psychological and marketing principles must mutually constrain firms' strategic decision-making.

Module aims

This module covers both the basic principles of marketing and of consumer psychology, with an

aim toward applying psychology principles in real-world business contexts. By the end of the module, students should have a fluent understanding of marketing from both a strategic (firm-level) and psychological (consumer-level) perspective.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Topics to be covered on the marketing side include the marketing environment (company, consumer, competitors), marketing strategy (segmentation, targeting, positioning), and the marketing mix (product, place, price, promotion). Topics to be covered on the consumer psychology side include motivation, cognition, decision-making, emotion, attitudes, and social influence.

Learning outcomes

By the end of the module, students should be able to:

- Understand basic concepts of consumer psychology
- Understand core principles and models in marketing
- Apply psychological concepts to real-world business contexts
- Use psychology to critically evaluate firms' marketing actions

Indicative reading list

Grewal, D., & Levy, M. (2019). Marketing.

Levitt, T. (1960). Marketing myopia. Harvard Business Review.

Porter, M. E. (1979). How competitive forces shape strategy. Harvard Business Review.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. Journal of Marketing.

Research element

Students will conduct an applied research project in small teams. This will involve three aspects: (1) Either analysis of an existing firm or a creative proposal for a new product; (2) Applying concepts from lecture and readings to inform their analysis or proposal; and (3) Informal interviews with two or more potential consumers (e.g., parents or fellow students) to bring real-world data to bear on their project.

Interdisciplinary

Module content includes topics in psychology, economics, and strategy.

Subject specific skills

Understand psychological theories of consumer behaviour. Understand core models in marketing strategy. Analyse consumers' beliefs, values, and preferences. Evaluate firms' marketing practices. Generate strategic recommendations to create value for firms, consumers, and society.

Transferable skills

Critical thinking. Communication with business stakeholders. Creative problem-solving. Bringing data to bear on problems. Written and oral communication. Team cooperation.

Study

Study time

Type	Required
Lectures	12 sessions of 2 hours (71%)
Seminars	10 sessions of 1 hour (29%)
Total	34 hours

Private study description

Private reading and study

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group D

Assessment component	Weighting	Study time	Eligible for self-certification
Project: Group	25%	45 hours	No

	Weighting	Study time	Eligible for self-certification
Component			
Students will complete a project in teams. Groups have two options: (1) Select a small business to conduct a “marketing audit,” evaluating an existing firm’s marketing strategy and producing strategic recommendations; or (2) Create a marketing strategy for a new product or business idea. Projects should rely on both marketing and psychology theory to guide their recommendations (option 1) or plan (option 2). They should gather data from potential customers to inform their analysis, as well as management to understand the firm’s current strategy (for option 1).			
The analysis should cover the firm’s marketing environment (firm competencies, consumer needs, competitive landscape), core strategy (value proposition and market segmentation); and marketing mix decisions (product/service options, distribution or retailing environment, pricing strategy, and promotion approach).			
The group portion of the project has two parts, with each team member receiving the same mark on each component:			
<ol style="list-style-type: none"> 1. A 15-minute oral presentation in teams reporting their findings. This should focus on explaining key aspects of their recommendations or plan. (Weighted at 5%.) 2. An annotated version of the team’s slides with additional detail provided in the “notes” section to cover any points not described in the oral presentation. (Weighted at 20%.) 			
Reassessment component is the same			
Assessment component			
Project: Individual Component	8%	5 hours	Yes (extension)
Each student will turn in a 1-page summary documenting their contributions to the group project, describing their team dynamics, and reflecting on what they learned. This component will also be used to reflect unequal contributions on the group project if needed.			
Reassessment component is the same			
Assessment component			
Online Examination	67%	25 hours	No
2-hour assessment on all topics covered in lectures and seminars. Students will see example questions in advance of the final assessment.			

	Weighting	Study time	Eligible for self-certification
~Platforms - AEP			

- Online examination: No Answerbook required

Reassessment component is the same

Feedback on assessment

Written comments on the project will be provided on Tabula. Exam results will be available online.

[Past exam papers for PS377](#)

Availability

Courses

This module is Optional for:

- Year 4 of UPSA-C801 Undergraduate Psychology (with Intercalated year)