

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT:					
PSYCHOLOGY OF MARKETING TOOLS					
Studies: Management I cycle studies Management Specialty: Psychology In Business			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	5	-	24	3
Course description: The Psychology of Marketing Tools program delves into the intricate relationship between consumer psychology and marketing strategies. It focuses on understanding how psychological principles drive consumer behavior and shape effective marketing practices. The curriculum begins by exploring the foundations of consumer behavior from a psychological perspective. Students examine how perceptions, attitudes, motivations, and decision-making processes are influenced by various psychological factors such as perception, memory, learning, and emotions. Students study the application of psychological principles in various marketing tools and strategies. This includes analyzing the impact of advertising, branding, pricing strategies, and product placement on consumer psychology and behavior. A significant emphasis is placed on behavioral economics, examining how psychological biases, heuristics, and decision-making processes influence consumer choices. Moreover, students explore the role of emotions in marketing, understanding how emotional appeals are used to create strong connections between consumers and brands. The program covers persuasion techniques rooted in psychological theories. Students learn about persuasive communication, social influence, and the psychology behind effective marketing messages. Neuromarketing, a field that combines neuroscience and marketing, is also a focus area. Students explore how brain science informs marketing strategies, including the use of neuroimaging techniques to understand consumer responses. Ethical considerations in using psychological tactics in marketing are critically evaluated. The program encourages students to consider the ethical implications of employing psychological strategies in marketing and promotes responsible and ethical marketing practices. The course is filled in with many case studies and practical examples of Psychology of marketing tools problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding Consumer Behavior: To explore psychological principles that influence consumer perceptions, motivations, and decision-making processes in marketing contexts. 2. Analyzing Marketing Strategies: To examine how various marketing tools, such as advertising, branding, and pricing, impact consumer psychology and behavior. 3. Applying Behavioral Economics: To integrate insights from behavioral economics into marketing strategies to influence consumer choices. 4. Studying Emotional Marketing: To understand the role of emotions in marketing and how emotional appeals influence consumer responses to products and brands. 5. Utilizing Persuasion Techniques: To learn effective persuasion and influence techniques rooted in psychological theories in marketing campaigns. 6. Exploring Neuromarketing: To delve into neuromarketing techniques and how brain science informs marketing strategies and consumer responses. 					

7. Evaluating Ethical Considerations: To address ethical implications of using psychological tactics in marketing and promoting responsible and ethical marketing practices.

Teaching the functions and role of Psychology of marketing tools for contemporary market entities, developing skills in solving Psychology of marketing tools problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Psychology of marketing tools problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Psychology of marketing tools in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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Main topics:

1. Introduction to Consumer Psychology and Marketing
2. The Role of Perception and Memory in Consumer Behavior
3. Behavioral Economics and Marketing Strategies
4. Emotional Marketing and Consumer Responses
5. Persuasion Techniques in Marketing
6. Neuromarketing: Understanding Consumer Responses from Brain Science
7. Ethical Considerations in Psychological Marketing Tactics

Literature

Main texts:

1. Cialdini, Robert B. - "Influence: The Psychology of Persuasion" - Harper Business - 2018
2. Kotler, Philip, Armstrong, Gary - "Principles of Marketing" - Pearson - 2019
3. Ariely, Dan - "Predictably Irrational: The Hidden Forces That Shape Our Decisions" - Harper Perennial - 2018

Additional required reading material:

1. Kahneman, Daniel - "Thinking, Fast and Slow" - Farrar, Straus and Giroux - 2018
2. Fisher, Robert J. - "The Neuromarketing Toolbox: Enhancing Your Marketing Research with Brain Science" - Wiley - 2018
3. Genco, Stephen, Pohlmann, Michael, Steidlmeier, Petra - "Neuromarketing for Dummies" - Wiley - 2018
4. Solomon, Michael R. - "Consumer Behavior: Buying, Having, and Being" - Pearson - 2018

Rules of the exams on subject (Assessments)

Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:

KATOWICE BUSINESS UNIVERSITY
Harcerzy Września 1935 nr 3
40-659 Katowice, Poland
tel. +48 32 35 70 603/643
www.akademiagornoslaska.pl (19