

Faculty of Psychology and Education Sciences



PSY2123 Psychology of commercial relations

[30h] 3 credits

Teacher(s): Philippe Beguin
Language: French
Level: Second cycle

Aims

- to initiate the students in the foundations of marketing for psychologists
- to bring some links between psychology and marketing
- to develop and apply the concepts of psychology to the marketing world
- to examine the new methods of research in psychology through questions brought by the marketing

Main themes

- models of buying decision
- theories of perception, of categorisation and of memorisation for the use of trade marks and promotional messages
- criterions of segmentation from psychological variables, by the use of multidimensional analyses
- methods and models of persuasion used by the publicity, e.g. sales promotion, sales force, ...
- methods of qualitative (interview, group dynamics, projective methods,...) and quantitative analysis (questionnaires, scales, multidimensional analyses,...) of the product and of its image.

Content and teaching methods

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Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

The course will be illustrated with many cases from the belgian and international market.

Other credits in programs

COMU22/RP	Deuxième licence en information et communication (Relations publiques et communication d'organisation)	(3 credits)	
PSY21/2	Première licence en sciences psychologiques (Psychologie sociale et des organisations)	(3 credits)	Mandatory