

## 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 (3 credits) publiques et communication d'organisation)