



## Institute of Business and Technology

### Consumer Psychology (Online)

#### Study details

**Course type:** Professional Diploma

**Degree:** Diploma in Consumer Psychology

**Study mode:** Full time

**Duration:** 11 Week Month

#### Cost of study

**Cost :** 980 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Jun

#### Requirements

#### Entry Requirements

There are no strict requirements for this Consumer Psychology online course. However, a Diploma in Psychology, marketing experience, or a strong interest in people and consumers is desired.

#### Accommodation

#### Speciality

One evening per week

- Wednesdays

#### Additional information

#### Course Overview

On successful completion of this diploma, students will be able to:

- Evaluate various buyer behaviour perspectives within the context of marketing and the wider field of society.
- Apply consumer behaviour theory to real-life cases, drawing out the underlying psychology themes at play.
- Analyse key consumption theories and models with their informal and academic perspectives.

- Describe the current trends in online consumer behaviour and activities and their implications for society.???
- Evaluate individual consumer identity and wider group identity from a social psychology perspective.

## Course Content

- **Consumers in the marketplace:**?An introduction to consumer behaviour, a consumer society, shopping, buying and evaluating. Internal Influences on consumption, external Influences on consumption, key psychological drivers of buyer behaviour.
- **Sensory Marketing and Buyer Behaviour:**?The Five Senses, The Perceptual Process, Semiotics, Signs and Symbols.
- **The Role of Group Behaviour:**?Reference Groups Opinion Leaders, word of mouth and word of mouse and social proof.
- **Motivation:** Theories of motivation, application to buyer behaviour, the role of emotion in consumption.
- **Contemporary Consumer:**?Lifestyles, traditional consumer segmentation, lifestyle segmentation global consumer values.
- **Consumer Learning Processes:**?Classical conditioning principles, reward and punishment in contemporary buyer behaviour, the role of memory.
- **Consumer Perception:**?Product and commercials design, subliminal advertising, to understand how marketers use symbols to create meaning.
- **The Changing Consumer:**?Trend analysis, “The Wisdom of the Crowd”, crowdsourcing, online collaboration, mobile consumer behaviour.
- **Sustainability:** Sustainable marketing and consumption, Green Marketing and its influence on consumers’ buying decisions.

## Assessment

The programme is assessed entirely by coursework.? There is no formal exam.

## What is a Professional Diploma?

An IBAT Professional Diploma is a focused, short duration practical course that consolidates, upskills and/or reskills learners in a professional area. They are stand-alone qualifications that do not lead to an award on the National Framework of Qualifications (NFQ).