



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).