

Modulnummer	434
Modulname	Consumer Psychology in Agri- and Food Business
Studiengang und -abschnitt	MSc Agrarwissenschaften, Ökotrophologie, Wahlmodul
Häufigkeit des Angebots	Annually, Summer Semester
Modulverantwortlicher	Prof. Dr. Orth
Studienberatung zum Modul	Prof. Dr. Orth
Lehrveranstaltungen und Dozenten	Lecture: Selected Topics in CPsych: Orth & Mitarbeiter Seminar: CPsych Project: Orth
Vorkenntnisse	Basic insights into consumer behavior, marketing, marketing research
Sprache	English (brief clarifications in German possible if necessary)
Plätze	Approximately 30 participants (enrollment on a first-come/ first serve basis during the first two lectures/ seminars in the classroom; course guarantee resolves disputes)
Lehrformen (Präsenzstunden/ Workload)	Lecture (30h/90h); Seminar (30h/90h); total (60h/180h)
Ablauf	Weekly during the semester
Art und Gewichtung der Prüfungsleistungen	50% final exam (oral) 50% presentation & homework
Ausweis	Required for exam
European Credit Points des Moduls	6
Ziele des Moduls	Upon completion of this module students should have become <ul style="list-style-type: none"> a) aware of major approaches to study consumer behavior (CB). b) aware of the major aspects of CB investigated by psychologists. c) familiar with major research findings and theories of the field. d) conversant in the unique language of psychology. e) acquainted with the methodology of psychology and its limitations. f) learned in how to locate, read and evaluate psychological resources. g) informed consumers of psychological information. h) more informed in understanding self and others. i) recognizant of ways to apply psychological findings to everyday life. j) appreciative of the necessity of a multi-level explanation of behavior. k) fascinated by the study of behavior and mental processes.
Inhalte des Moduls	This module covers basic and some advanced concepts of consumer psychology in an agribusiness and food context. Emphasis is on understanding the drivers and processes of human behavior. Focal areas include CP as a multi-faceted discipline, activation, perception and evaluation, context effects, environmental atmospherics, affect-as-information, persuasion knowledge models, judgmental bias, neuromarketing, learning, memory, concepts of self and others, personality, and conformity. Learning objectives are addressed through a combination of lecture and group projects in a workshop-style setting. Lecture: topical content as outlined above. Seminar: supervised group work on a self-selected topic of practical relevance.
Vermittelte Kompetenzen	CP methods and concepts, their applications, critical thinking, business English, team work, communication skills.
Studienhilfsmittel	Assigned readings (10 selected journal articles); Handbook of Consumer Psychology, by C.P. Haugtvedt, P.M. Herr & F.R. Kardes (eds.) Werbe- und Konsumentenpsychologie by G.Felser