

Module Name	Module Code
Consumer Psychology in Agri- and Food Business	AEF-agr825
Module Coordinator	
Prof. Dr. Ulrich Orth	
Organizer	
Institut für Agrarökonomie - Agribusiness Management and Supply Chain Management	
Faculty	
Faculty of Agricultural and Nutritional Sciences	
Examination Office	
Faculty of Agricultural and Nutritional Sciences - Examination Office	

ECTS Credits	6
Evaluation	Graded
Duration	one semester
Frequency	Only takes place during summer semesters
Workload per ECTS Credit	30 hours
Total Workload	180 hours
Contact Time	60 hours
Independent Study	120 hours
Teaching Language	English

Recommended Requirements			
Basic insights into consumer behavior, marketing, marketing research			
Module Courses			
Course Type	Course Name	Compulsory/Optional	SWS
Lecture course	Selected Topics in CPsych	Compulsory	2
Seminar	CPsych Project	Compulsory	2
Prerequisites for Admission to the Examination(s)			

Examination(s)				
Examination Name	Type of Examination	Evaluation	Compulsory / Optional	Weighting
Oral Examination: Consumer Psychology in Agri- and Food Business	Oral Examination	Graded	Compulsory	50
Seminar Paper with Assignment: Psychology in Agri- and Food Business	Seminar Course-work	Graded	Compulsory	50
Further Information on the Examination(s)				
1.+2. period in summersemester 1. period in wintersemester examiner: Prof. Dr. Orth QIS: 64701 with number of Examination 64710 and 64730				

Course Content
<p>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.</p> <p>Lecture: topical content as outlined above. Seminar: supervised group work on a self-selected topic of practical relevance</p>
Learning Outcome
<p>Upon completion of this module students should have become aware of major approaches to study consumer behavior (CB). aware of the major aspects of CB investigated by psychologists. familiar with major research findings and theories of the field. conversant in the unique language of psychology. acquainted with the methodology of psychology and its limitations. learned in how to locate, read and evaluate psychological resources. informed consumers of psychological information. more informed in understanding self and others. cognizant of ways to apply psychological findings to everyday life. appreciative of the necessity of a multi-level explanation of behavior. fascinated by the study of behavior and mental processes.</p>
Reading List
<p>Assigned readings (10 journal articles); Handbook of Consumer Psychology, by C.P. Haugtvedt, P.M. Herr & F.R. Kardes (eds.) Werbe- und Konsumentenpsychologie by G.Felser</p>

Use	Compulsory / Optional	Semester
Master, 1-Subject, Agricultural Sciences, Specialisation Agricultural Economics, (Version 2017)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Agricultural Economics, (Version 2013)	Optional	-
Master, 1-Subject, Agricultural Sciences, Special. Agricultural Economics and Agribusiness # Specific Field of Study: Agricultural Economics, (Version 2008)	Optional	-
Master, 1-Subject, Agricultural Sciences, Special. Agricultural Economics and Agribusiness # Specific Field of Study: Agribusiness, (Version 2008)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Agribusiness, (Version 2017)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Agribusiness, (Version 2013)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Crop Sciences, (Version 2017)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Crop Sciences, (Version 2013)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Crop Sciences, (Version 2008)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Animal Sciences, (Version 2017)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Animal Sciences, (Version 2013)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Animal Sciences, (Version 2008)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Environmental Sciences, (Version 2017)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Environmental Sciences, (Version 2013)	Optional	-
Master, 1-Subject, Agricultural Sciences, Specialisation Environmental Sciences, (Version 2008)	Optional	-
Master, 1-Subject, Dairy Science, (Version 2017)	Optional	-
Master, 1-Subject, Nutritional and Food Science, (Version 2013)	Optional	-
Master, 1-Subject, Nutritional and Consumer Economics, (Version 2017)	Optional	-
Master, 1-Subject, Nutritional and Consumer Economics, (Version 2013)	Optional	-
Master, 1-Subject, Nutritional Sciences and Household Economics, Specialisation Nutritional and Consumer Economics, (Version 2008)	Optional	-
Master, 1-Subject, Nutritional Sciences and Household Economics, Specialisation Nutritional Sciences, (Version 2008)	Optional	-

