

## Concentrated Course for Winter School - Konsumentenpsychologie

## Concentrated Course for Winter School - Consumer Psychology

<b>Allgemeine Informationen</b>	
<b>Modulkürzel oder Nummer</b>	Concentrated Course for Winter School
<b>Modulverantwortlich</b>	Prof. Dr. Stegemann, Manuel (manuel.stegemann@fh-kiel.de)
<b>Lehrperson(en)</b>	
<b>Wird angeboten zum</b>	Wintersemester 2019/20
<b>Moduldauer</b>	1 Fachsemester
<b>Angebotsfrequenz</b>	Regelmäßig
<b>Angebotsturnus</b>	In der Regel jedes Semester
<b>Lehrsprache</b>	Englisch
<b>Empfohlen für internationale Studierende</b>	Ja
<b>Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)</b>	Ja

<b>Studiengänge und Art des Moduls (gemäß Prüfungsordnung)</b>
Studiengang: B.A. - BWL - Betriebswirtschaftslehre Modulart: Wahlmodul Fachsemester: 2 , 3 , 4 , 5 , 6

<b>Kompetenzen / Lernergebnisse</b>
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>
The course demands that students understand the most important theories and models with respect to behavioral economics, in particular about human perception, emotions, cognitions and decision making. After successful completion of the course, the student will be able to: - understand and discuss the advantages and disadvantages of models in behavioral economics - analyse how insights about human thinking and behavior are currently used or could be used in business (i.e. marketing) and society - know how advertising affects human behavior and how such effects can be measured - understand cognitive biases and how they can be used in business contexts - know how latent constructs such as attitudes or values can be measured and used to generate insights - understand current megatrends and why they are important for companies in competitive markets

The course demands that students apply the introduced theories and concepts in different exercises that are based on real world examples. After successful completion of the course, the student will be able to:

- develop questionnaires and experimental research designs in order to generate consumer insights
- identify new areas of application for behavioral economics in different industries
- discuss the ethical issues related to influencing people

After successful completion of the course, the students will be able to:

- present and discuss previously developed ideas or concepts in front of other people
- work collaboratively on exercises that require teamwork and team discussions
- provide well-founded feedback to other ideas/concepts
- propose thoughts about further developments and be able to engage in dialogue with actors that are likely to oppose your solutions

After successful completion of the course, the students will be able to:

- work on less well-defined tasks and develop own concepts how to generate the required consumer insights
- reflect their own attitudes, behavior and thinking in business settings
- reflect how scientific methods of behavioral economics are applied by businesses

### Angaben zum Inhalt

<b>Lehrinhalte</b>	<p>The course will cover the following aspects:</p> <ul style="list-style-type: none"> <li>- activating processes such as emotions and motivations</li> <li>- key principles of advertising and branding</li> <li>- theories and research findings about human behavior and decision making (i.e. prospect theory)</li> <li>- heuristics and biases in human perception and thinking</li> <li>- the principles of nudging to influence people's behavior</li> <li>- megatrends in society</li> <li>- research methods such as survey development and experimental designs</li> </ul>
<b>Literatur</b>	<p>Kahneman, D. (2012): Thinking fast and slow, London: Penguin.            Pieters, R., Hoyer, W., MacInnis, D. J. (2016): Consumer Behavior, 7th edition, Boston: Cengage Learning.            Kroeber-Riel, W./Gröppel-Klein, A. (2013): Konsumentenverhalten, 10. Auflage, München: Vahlen.            Solomon, M.R. (2016): Konsumentenverhalten, 11. Auflage, München: Pearson.            Hoffmann, S./Akbar, P. (2016): Konsumentenverhalten, Wiesbaden: Springer Gabler.</p>

### Arbeitsaufwand

<b>Anzahl der SWS</b>	2 SWS
<b>Leistungspunkte</b>	2,50 Leistungspunkte
<b>Präsenzzeit</b>	24 Stunden
<b>Selbststudium</b>	51 Stunden

### Modulprüfungsleistung

<b>Voraussetzung für die Teilnahme an der Prüfung gemäß PO</b>	Keine
<b>Concentrated Course for Winter School - Klausur</b>	<p>Prüfungsform: Klausur            Dauer: 30 Minuten            Gewichtung: 50%            gem. PVO §11 Satz 3 anrechenbar: Ja            Benotet: Ja</p>

<b>Concentrated Course for Winter School - Präsentation</b>	Prüfungsform: Präsentation Dauer: 20 Minuten Gewichtung: 50% gem. PVO §11 Satz 3 anrechenbar: Ja Benotet: Ja
<b>Unbenotetes Modul</b>	Nein