University of Gdańsk

Subject card

Subject name and code	Introduction to Economic Psychology and Marketing, PG_00171227		
Field of study	Psychology		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	uniform Master's studies	Subject group	Obligatory subject group in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Economic Psychology and Organisational Psychology -> Institute of Psychology -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	prof. dr hab. Anna Zawadzka, prof. UG	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	15	5.0	30.0	50

Subject objectives	
	Learning a basics of applied psychology in the field of Homo oeconomicus. Acquiring a basic knowledge on economic psychology. Acquiring a basic knowledge on marketing and consumer psychology.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PSYCHJ5_W07] He/she has in-depth knowledge of the specificity of social relations, social phenomena and the regularities that govern them from the point of view of psychology.	Has in-depth knowledge of the specificity of social relationships, social phenomena and the mechanisms governing them from the point of view of psychology.	[SW4] test/exam - oral or written
	[PSYCHJ5_W10] Has an in-depth and expanded knowledge of the biological, pedagogical, social and philosophical bases of human mental functioning; understands the nature of functionality and dysfunctionality, harmony and disharmony, norm and pathology.	Has deepened and expanded knowledge of the biological, social and philosophical foundations of human mental functioning.	[SW4] test/exam - oral or written
	[PSYCHJ5_K03] He/she appreciates the importance of psychological sciences for the development of an individual and proper social ties, he/she has a positive attitude to acquiring knowledge in the field of the studied scientific discipline and building a psychologist's workshop.	Is able to use and integrate theoretical knowledge in the field of psychology and related disciplines.	[SK4] test/exam - oral or written
	[PSYCHJ5_U02] He/she is able to use and integrate theoretical knowledge in the field of psychology and related disciplines in order to analyse complex psychological, educational, aid or therapeutic problems, as well as diagnose and design practical activities.	Is able to use and integrate theoretical knowledge in the field of psychology and related disciplines.	[SU4] test/exam - oral or written
	[PSYCHJ5_U01] He/she has in-depth skills of observing, searching, and processing information on social phenomena of various nature, using various sources and interpreting them from the point of view of psychological and health problems.	Has in-depth skills in observing, searching and processing information about social phenomena of various nature, using various sources.	[SU3] text preparation/written work
	[PSYCHJ5_K01] He/she has deeper awareness of the level of his/her knowledge and skills, he/she understands the need for continuous personal and professional development.	Has an in-depth awareness of the level of his knowledge and skills and understands the need for continuous personal and professional development.	[SK4] test/exam - oral or written
	[PSYCHJ5_U06] He/she has developed research skills: he/she distinguishes between orientations in the methodology of psychological research, formulates research problems, selects adequate research methods, statistical methods and research tools, constructs research tools; develops, presents and interprets research results, draws conclusions, indicates directions for further research within the selected specialization of psychology.	Has developed research skills: formulates research problems, selects appropriate research methods, statistical methods and research tools,	[SU4] test/exam - oral or written
	[PSYCHJ5_U04] He/she is able to clearly, coherently and precisely express himself/herself orally and in writing in Polish and in a foreign language, he/she has the ability to construct extensive oral and written justifications on topics related to various psychological issues using various theoretical approaches, using the achievements of both psychology and other scientific disciplines.	Can express oneself clearly, coherently and precisely, both orally and in writing.	[SU4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[PSYCHJ5_W09] He/she has structured knowledge of the theory of upbringing, learning and teaching, other educational processes and various educational environments, their specificity and processes taking place in them.	Has structured knowledge of the theory of upbringing, learning and teaching, and other educational processes.	[SW4] test/exam - oral or written

Subject contents

1. Development of Economic Psychology as a science. Differences between economics and economic psychology and other fields of science related to Economic Psychology.

2. Decision-making. Rationality and irrationality in economic behavior. Types of heuristics. Heuristics - their meaning and consequences in decision-making. Prospect theory. Financial decisions and risk.

3. Economic socialization of children. Development of children's understanding of economic concepts (e.g. price, money, profit) and marketing concepts (e.g. brand, advertising). Social models of children's economic development: the role of the environment, parenting styles and demographic characteristics in the process of economic socialization.

4. The psychology of money. Money perception. The importance of money in economic behavior and social relations, in motivation to act and work. Attitudes towards money - individual differences.

5. Moral and social values in economic behavior. Social dilemmas of limited resources and public good, solutions to dilemmas and people's behavior in dilemma situations. Behavior in economic games (dictator, ultimatum, trust, public good). Ethics in business.

6. Economic rationale and effects of mental well-being. Theories explaining the relationship between prosperity and well-being. Consumerism, materialism effects on the well-being of the American dream.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	52.0%	100.0%

Recommended reading	Basic literature	Czapiński, J. (2017). Psychologia szczęścia. (Rozdział 2).Warszawa: Wydawnictwo Scholar Grzelak, J. (2004). Dylematy społeczne. W: Tyszka T. Psychologia ekonomiczna. Sopot: Gdańskie Wydawnictwo Psychologiczne. Goszczyńska, M., Kołodziej S., Trzcińska, A. (2012). Uwikłani w świat pieniądza i konsumpcji. O socjalizacji socjoekonomicznej dzieci. Warszawa: Wydawnictwo Dyfin. Gigernezer, G., Todd, P.M (2022). Smart heuristics for individuals, teams and organizations. annual Review of Organizational Psychology and Organizational Behavior, 9 (1), 171-198. Kahneman, D. (2012). Pułapki myślenia. O myśleniu szybkim i myśleniu wolnym. Warszawa: Media i Rodzina. Tyszka T. (2010). Decyzje. (Rozdziały: 1, 6, 7, 10, 15) Warszawa: Wydawnictwo Scholar Schwartz, B. (2020). Paradoks wyboru. Warszawa: Wydawnictwo PWN Zaleśkiewicz T. (2013). Psychologia ekonomiczna. (Rozdziały: 1, 3, 4, 9) Warszawa: Wydawnictwo Naukowe PWN Zawadzka, A.M. (2014). Wartości i cele dobrostan w kulturze konsumpcji. W: Zawadzka A.M., Niesiobędzka, M., Godlewska Werner (red). Warszawa: Wydawnictwo Liberilibri
	Supplementary literature	Ariely, D. (2009). Potęga irracjonalności. Wrocław: Wydawnictwo Dolnośląskie. Baryła, W. 2013). Pieniądz w umyśle. Sopot: Smak Słowa Gąsiorowska, A. (2014). Psychologiczne znaczenie pieniędzy. Warszawa: Wydawnictwo Naukowe PWN Gilovich, T., Ross, L. (2021). Najmądrzejszy w pokoju. Sopot. Smak Słowa. Kahneman, D., Sibony, O., Sustein, C. (2021). Szum. Skąd się biorą błędy w naszych decyzjach. Warszawa: Media i Rodzina. Zawadzka, A.M., Niesiobędzka, M. (2017). Red. Tajemnice Reklamy o tym, jak reklama wpływa na dzieci i młodzież. Warszawa: Wydawnictwo Liberilibri
	eResources addresses	
Example issues/ example questions/ tasks being completed	How does the culture of consumption influence our behaviors and attitudes? How does Kahneman's &Tversky's Systems Theory apply to society and business? How do people react to moral dilemmas in business?	

Work placement	Not applicable

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