

Subject card

Subject name and code	Psychological aspects of modern marketing, PG_00177596						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject			2025/2026	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Optional subject group	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	3		Language of instruction			Polish	
Semester of study	5		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Agata Olechnowicz-Szewczyk				
	Teachers		dr Agata Olechnowicz-Szewczyk				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		0.0		0.0	30
Subject objectives	The aim of the course is to deepen students' understanding of the psychological foundations of marketing processes and to develop their ability to critically analyze marketing campaigns through a psychological lens. Students will learn about the influence of emotions, motivation, cognitive and social processes on consumer behavior and will acquire skills to interpret and assess marketing techniques used in practice. The course is highly practical, involving case studies, teamwork, and creative projects.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student acts creatively and flexibly in changing market conditions, identifying both risks and opportunities related to the application of psychology in marketing. They can balance campaign effectiveness with social responsibility.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student has knowledge of psychological mechanisms motivating individuals in market and organizational contexts. They understand how preferences, loyalty, and brand value are formed from the perspective of the individual as a socially situated decision-maker.	[SW2] presentation/project/paper/report
	[MSG3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	The student can formulate personal opinions on marketing practices involving psychology (e.g., manipulation, ethics, effectiveness) and support them with data, theoretical models, and reasoned arguments.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student understands the dynamics of change in the consumer environment and how organizations adapt their marketing strategies by leveraging psychological knowledge (e.g., emotional segmentation, storytelling, sensory marketing).	[SW2] presentation/project/paper/report
	[EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate	The student can prepare and deliver presentations that analyze marketing campaigns using concepts from psychology of emotion, persuasion, and decision-making. They can structure an evidence-based and compelling argument, grounded in data, theory, and psychological interpretation.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has advanced knowledge of psychological factors influencing consumer behavior in various contexts (e.g., social, cultural, emotional). They understand how individuals make decisions under uncertainty, risk, and social influence.	[SW2] presentation/project/paper/report
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	The student is capable of independently developing knowledge at the intersection of psychology and marketing, following emerging concepts (e.g., neuromarketing, behavioral communication). They act as a reflective practitioner: experimenting with methods, analyzing their own learning process, and actively contributing to collaborative learning.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student engages in group analyses of marketing campaigns, adopting a multi-perspective approach (social, cultural, psychological) and adapting communication to various team collaboration styles.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student collaborates effectively in project teams, sharing responsibility and ideas, including in international settings. They adapt their working style to various roles and team dynamics.	[SU8] observation of student's independent or team work

Subject contents	1.What is marketing and does it need psychology? 2.Who is the customer? The psychological profile of the modern consumer purchasing behavior and the consumers role in marketing practice. 3.What are attention, memory, mood, and emotions? Their relevance and function in marketing. 4. Do strong emotions increase sales? Emotional marketing, shockvertising, and whether it's worth using. 5. Can consumers' vigilance be dulled? Entertainment in the service of advertising. 6.Can influencers be genuinely liked? Social media marketing and online influence strategies. 7.Do we truly experience our experiences? How personal experiences shape attitudes toward products and brand attachment experiential marketing. The symbolic value of possessions (the meaning of material goods for consumer identity and their impact on self-worth). 8. Is it easy to sort waste? Shaping socially desirable attitudes and behaviors social marketing in action. 9. Does Coca-Cola look different in India than in Poland? Cultural differences and their role in marketing; considering cultural context in strategy planning. 10. Marketing to children and teenagers child's play or ethical challenge? 11. Whom can we trust? Psychological conditions and methods of influencing voting decisions political marketing. Case studies of presidential campaigns. 12. Is it profitable to deceive consumers? Managing brand reputation during crises and the psychology of trust restoration.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	25.0%
		51.0%	25.0%
		51.0%	50.0%
Recommended reading	Basic literature	Jachnis A., <i>Psychologia konsumenta. Psychologiczne i socjologiczne uwarunkowania zachowan konsumenckich</i> , Oficyna Wydawnicza Branta, Warszawa 2007. Dolinski D., <i>Psychologiczne mechanizmy reklamy</i> , Gdanskie Wydawnictwo Psychologiczne, Gdansk 2008.	
	Supplementary literature	Olechnowicz-Szewczyk, Agata, <i>Behawioralne uwarunkowania podejmowania decyzji o dobrowolnych oszczednościach na cele emerytalne w Polsce</i> . Gdańsk: Wydawnictwo Uniwersytetu Gdańskiego, 2025.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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