

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                                                                                                                |            |     |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Marketing Psychology, PG_00177887                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Field of study                              | Management                                                                                                                                                                                                                                                                                            |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                          |                                                          | Academic year of realisation of subject |                                     | 2025/2026                                                                                                                                      |            |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                                                      |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                     |                                                          | Mode of delivery                        |                                     | at the university                                                                                                                              |            |     |
| Year of study                               | 1                                                                                                                                                                                                                                                                                                     |                                                          | Language of instruction                 |                                     | Polish                                                                                                                                         |            |     |
| Semester of study                           | 2                                                                                                                                                                                                                                                                                                     |                                                          | ECTS credits                            |                                     | 6.0                                                                                                                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                              |                                                          | Assessment form                         |                                     | credit                                                                                                                                         |            |     |
| Conducting unit                             | Department of Marketing -> Faculty of Management -> Rector                                                                                                                                                                                                                                            |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                    |                                                          | mgr Anna Młynkowiak-Stawarz             |                                     |                                                                                                                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                              |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                           | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                                                                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                 | 15.0                                                     | 45.0                                    | 0.0                                 | 0.0                                                                                                                                            | 0.0        | 60  |
|                                             | 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                                                                                                                                                                                                                                                                                 | 60                                                       |                                         | 4.0                                 |                                                                                                                                                | 86.0       | 150 |
| Subject objectives                          | The aim of the course is to deepen students knowledge of the psychological mechanisms influencing consumer behavior and to develop their ability to analyze these mechanisms and apply them in designing effective, ethical, and evidence-based marketing strategies in a dynamic market environment. |                                                          |                                         |                                     |                                                                                                                                                |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                         | Subject outcome                                                                                                                                                                                                    | Method of verification                                                            |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
|                   | [ZARZMU2_U01] Students can analyze and creatively interpret complex social and economic processes in business decision-making. They use structured knowledge and tools from management, quality sciences, economics, and finance.                                                                      | The student interprets the psychological mechanisms influencing customer decisions, taking into account their application in designing marketing policies under conditions of market volatility.                   | [SU4] test/exam - oral or written                                                 |
|                   | [ZARZMU2_U10] The student can communicate information, express opinions, and engage in debates with diverse audiences using management and quality science terminology across various media.                                                                                                           | The student presents the psychological assumptions underlying selected marketing activities, arguing for their effectiveness and potential risks in the context of market decisions.                               | [SU2] presentation/project/paper/report<br>[SU5] implementation of a problem task |
|                   | [ZARZMU2_K02] The student is ready to perform professional roles responsibly, observe and develop the principles of professional ethics and act to comply with them, as well as to care for the development of achievements and maintain the ethos and tradition of professions related to management. | The student collaborates in a team to analyze marketing case studies, formulating joint conclusions using psychological concepts and managerial terminology.                                                       | [SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task |
|                   | [ZARZMU2_W08] The student possesses a deep understanding of management processes, including their objectives, specificity, complexity, and how they relate to other organizational processes, alongside the challenges and dilemmas presented by a dynamically changing environment.                   | The student designs marketing activities using knowledge of the psychology of emotions, motivation, and social influence in the context of creating positive consumer experiences.                                 | [SW2] presentation/project/paper/report<br>[SW5] implementation of a problem task |
|                   | [ZARZMU2_W01] The student has an in-depth knowledge and understanding of the theories in management, quality sciences, economics, and finance and their role within the social sciences. This knowledge is particularly relevant for making informed business decisions.                               | The student identifies and describes fundamental psychological concepts (social, cognitive, emotional, and motivational), indicating their relevance for understanding consumer behavior and marketing activities. | [SW4] test/exam - oral or written                                                 |

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|----------------------------------------------------------------|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Subject contents                                               | <b>Lecture Topics</b>           |                                                                                                                                                                                                                                                                                      |                               |
|                                                                | 1.                              | <i>Marketing Psychology as an Interdisciplinary Approach to Designing Market Strategies</i>                                                                                                                                                                                          |                               |
|                                                                | 2.                              | <i>Cognitive Mechanisms of Consumer Decision-Making</i>                                                                                                                                                                                                                              |                               |
|                                                                | 3.                              | <i>Emotions and Motivation as Foundations of Marketing Influence</i>                                                                                                                                                                                                                 |                               |
|                                                                | 4.                              | <i>The Psychology of Social Influence in the Market Environment</i>                                                                                                                                                                                                                  |                               |
|                                                                | 5.                              | <i>User Psychology: Technology Acceptance and Digital Experience</i>                                                                                                                                                                                                                 |                               |
|                                                                | 6.                              | <i>Perception and Processing of Marketing Messages</i>                                                                                                                                                                                                                               |                               |
|                                                                | 7.                              | <i>Positive and Ethical Psychology in Marketing</i>                                                                                                                                                                                                                                  |                               |
|                                                                | <b>Practical Classes</b>        |                                                                                                                                                                                                                                                                                      |                               |
|                                                                | 1.                              | <i>Analysis of Psychological Mechanisms in Consumer Decision-Making</i>                                                                                                                                                                                                              |                               |
|                                                                | 2.                              | <i>Assessment of the Role of Emotions, Flow, and Surprise in Marketing Communication</i>                                                                                                                                                                                             |                               |
|                                                                | 3.                              | <i>Interpretation of Social Influence and Consumer Opinions in the Context of Purchasing Decisions</i>                                                                                                                                                                               |                               |
|                                                                | 4.                              | <i>Analysis of User Experience and Technology Acceptance in the Digital Environment</i>                                                                                                                                                                                              |                               |
|                                                                | 5.                              | <i>Critical Evaluation of Values, Well-Being, Inclusivity, and Ethics in Marketing Messages</i>                                                                                                                                                                                      |                               |
|                                                                | Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                      |                               |
| Assessment methods and criteria                                | Subject passing criteria        | Passing threshold                                                                                                                                                                                                                                                                    | Percentage of the final grade |
|                                                                |                                 | 51.0%                                                                                                                                                                                                                                                                                | 30.0%                         |
|                                                                |                                 | 51.0%                                                                                                                                                                                                                                                                                | 40.0%                         |
|                                                                |                                 | 51.0%                                                                                                                                                                                                                                                                                | 30.0%                         |
| Recommended reading                                            | Basic literature                | 1. Rożnowski, B., Fortuna, P. (red.) (2020). Psychologia biznesu (wyd. 1, s. 469-500). Warszawa: Wydawnictwo Naukowe PWN. Rozdziały: 28, 29<br><br>2. Wojciszke, B. (2020) Psychologia społeczna. Warszawa: Wydawnictwo Naukowe Scholar. Rozdziały: 2, 3, 4, 6, 7, 8, 10, 11, 12, 18 |                               |
|                                                                | Supplementary literature        | Fennis, B., Stroebe W. (2021) Psychology of Advertising. Routledge                                                                                                                                                                                                                   |                               |
|                                                                | eResources addresses            |                                                                                                                                                                                                                                                                                      |                               |
|                                                                |                                 |                                                                                                                                                                                                                                                                                      |                               |
| Example issues/<br>example questions/<br>tasks being completed |                                 |                                                                                                                                                                                                                                                                                      |                               |
| Work placement                                                 |                                 |                                                                                                                                                                                                                                                                                      |                               |
| Not applicable                                                 |                                 |                                                                                                                                                                                                                                                                                      |                               |

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