University of Gdańsk

Subject card

Subject name and code	Psychology in Marketing, PG_00199694		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group 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	2	Language of instruction	Polish
Semester of study	4	ECTS credits	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Microeconomics -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Agata Olechnowicz-Szewczyk	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	30.0	0.0	45
	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	45	0.0	30.0	75

Subject objectives	The primary aim of the course is to familiarise students with the psychological aspects of marketing communication and the basic cognitive psychological processes that influence the reception and planning of marketing communication.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to interact in a small group as part of the tasks. The student organizes the preparation of marketing projects that incorporate psychological knowledge. The final project consists of an analysis of a selected retail store environment in terms of selected categories of marketing psychology. In particular, the project focuses on the influence of spatial arrangement, store atmosphere, product display, sensory stimuli, and visual communication on consumer behavior and decision-making processes. The research project development process (including methodological assumptions and the construction of research tools) is discussed and approved during consultations with the course instructor and during project sessions.	[SU2] presentation/project/paper/ report
[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	Students will be able to use the psychological aspects of consumer decisions and the learned psychological basis of techniques used in marketing communication to analyse complex problems in the field of marketing.	[SU4] test/exam - oral or written [SU5] implementation of a problem task
[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	The student has an extended knowledge of the human being and understands the factors (psychological determinants) affecting the consumer decision-making process.	[SW4] test/exam - oral or written
[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	The student approaches assigned tasks in an entrepreneurial and creative manner, is open to discussing the presented task results and thus acquires resilience in the face of criticism and failure.	[SK5] implementation of a problem task
[MSGMU2_W09] has a knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	The student has an in-depth knowledge of the contemporary enterprise, in particular the role of marketing in the process of communication with the domestic and international consumer, in this respect the student identifies opportunities to apply psychological concepts in marketing to shape marketing communication.	[SW4] test/exam - oral or written

Subject contents

1. Psychological foundations of marketing - an introduction. 2. Information processes: attention, perception, categorisation. Theoretical approach and empirical findings.3. memory and learning processes and consumer behaviour. Theoretical approach and empirical findings.4. Emotions related to the consumer decision-making process. The influence of the group on the decision-making process. Decision-making in a situation of incomplete information and risk. 5 General determinants of advertising effectiveness. Sociological and psychological research on advertising. Examples of ways to use cognitive processes in advertising messages.6. Extra-contextual information in persuasive messages, including humour and music. Emotional advertising. Characteristics of the sender of an advertising message, including attractiveness, likability, credibility. 7 Vulnerability to persuasive messages. Effectiveness of the advertising message - using selected examples. Persuasive strategies. Creativity and originality in marketing. Creative advertising strategy - redefining.8.Techniques for fostering creativity.

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">Knowledge of the basics of marketing.</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Project</td><td>51.0%</td><td>30.0%</td></tr><tr><td>Test (test and open questions)</td><td>51.0%</td><td>55.0%</td></tr><tr><td>Homework</td><td>51.0%</td><td>15.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">Jachnis A., Psychologia konsumenta. Psychologiczne i socjologiczne uwarunkowania zachowań konsumenckich, Oficyna Wydawnicza Branta, Warszawa 2007.
Doliński D., Psychologiczne mechanizmy reklamy, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2008.</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">Falkowski A., Praktyczna psychologia poznawcza: marketing i reklama, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2003.
Mrzygłód U., Adamska-Mieruszewska J., Wykorzystanie finansowania społecznościowego w Polsce w latach 2011-2014, Zeszyty Naukowe Uniwersytetu Szczecińskiego. Finanse, Rynki Finansowe, Ubezpieczenia, 2014, nr 67, s. 761-774.
Mrzygłód U., Adamska-Mieruszewska J., Skurczyński M., Success and failures of crowdfunded projects in Poland, Finanse, Rynki Finansowe, Ubezpieczenia, 2017, nr 5 (89), cz. 2, s. 415-426.
Mrzygłód U., Adamska-Mieruszewska J., Skurczyński M., Raising money on crowdfunding platforms: the components of success, [w:] Cross-cultural business conference 2018 Proceedings / Eds. Margarethe Überwimmer, Robert Füreder, Martina Gaisch Shaker Verlag, Aachen 2018, s. 343-352, ISBN: 978-3-8440-5875-8.</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">In the examples of advertising messages provided, discuss the cognitive and emotional elements.</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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