

Diploma in Consumer Psychology

February 2024

Wednesdays - 6:30pm to 9:30pm

Please note this is a provisional timetable and subject to change:

Month	Day	Content
February	28	Consumers in the marketplace: An introduction to consumer behaviour, a consumer society, shopping, buying and evaluating.
March	06	Influences on consumption: Internal external influences on consumption, key psychological drivers of buyer consumption and behaviour.
	13	Sensory Marketing and Buyer Behaviour: The Five Senses, The Perceptual Process, Semiotics, Signs and Symbols.
	20	The Role of Group Behaviour: Reference Groups, Opinion Leaders, word of mouth and word of mouse and social proof.
	27	Motivation: Theories of motivation, application to buyer behaviour, the role of emotion in consumption.
April	03	Contemporary Consumer: Lifestyles, traditional consumer segmentation, lifestyle segmentation, global consumer values.
	10	Consumer Learning Processes: Classical conditioning principles, reward and punishment in contemporary buyer behaviour, the role of memory.
	17	Consumer Perception: Product and commercials design, subliminal advertising, to understand how marketers use symbols to create meaning.
	24	The Changing Consumer: Trend analysis, "The Wisdom of the Crowd", crowdsourcing.
May	01	The Changing Consumer: Online collaboration, mobile consumer behaviour.
	08	Sustainability: Sustainable marketing and consumption, Green Marketing and its influence on the consumers buying decisions.

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