



Universitat de Lleida

DEGREE CURRICULUM
**PSYCHOLOGY AND
ENTERPRISE: HUMAN
RESOURCE MANAGEMENT**

Coordination: GARCES MARTIN, RAQUEL

Academic year 2019-20

Subject's general information

Subject name	PSYCHOLOGY AND ENTERPRISE: HUMAN RESOURCE MANAGEMENT			
Code	102932			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Psychology	4	OPTIONAL	Attendance-based
	Bachelor's Degree in Psychology	3	OPTIONAL	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	1.8		4.2
	Number of groups	1		1
Coordination	GARCES MARTIN, RAQUEL			
Department	PSICOLOGIA			
Important information on data processing	Consult this link for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
GARCES MARTIN, RAQUEL	raquel.garces@udl.cat	6	

Learning objectives

- Knowing the relationships between psychology and consumer behavior and marketing
- Analyzing, from the point of view of social psychology, communication in advertising messages

Competences

Basic skills:

CB4 Be able to transmit information, ideas, problems and solutions to a specialized and non-specialized public.

General Competences:

CG8 Identify and evaluate their own skills, abilities and knowledge according to the standards of the profession.

Specific Competences:

CE1 Identify and analyze the characteristics and needs of people, groups and organizations, as well as the relevant contexts for the service requested.

CE5 Design and implement a psychological intervention strategy / plan, depending on the contexts or service demanded.

CE9 Use the different documentary sources in psychology, show mastery of the necessary strategies to access information and assess the need for documentary updating.

CE10 Manage, analyze and interpret data within the framework of disciplinary knowledge of the different fields of psychology.

Transversal Competences:

CT3 Acquire training in the use of new technologies and information and communication technologies.

Subject contents

The psychology of the consumer society, advertising and marketing.

- Historical and cultural introduction about consumption and advertising.
- Historical approach to the psychological analysis of advertising and marketing.
- The current challenges and opportunities of the consumer society. The role of psychology.

The psychology of consumption.

- Basic concepts.
- Theories about consumption behavior: rational-economic theory, critical theory, psychoanalytic theories, cognitive-behavioral models, social learning theories, current trends.
- The psychological processes of consumption.

Psychology and advertising

- The creative advertising process.
- Consumer motivations: Thoughts, emotions, symbols, brand, price.

Consumers: decision making.

- Introduction: what is decided, what kind of decisions exist, and what is the decision process?
- Processes prior to product adoption.
- The product adoption process.
- Processes after product adoption.

Market and consumer behavior.

- Social Marketing
- Electronic commerce
- Neuromarketing
- Personal Marketing

Methodology

- 4. Problem-based learning (ABP)
- 6. Seminars
- 10. Poloquies / Directed Debates
- 11. Portfolios

Development plan

Theoretical classes: 26h.
Practical classes: 25h.
Attendance to individual / group tutorials: 1h
Reading and analysis of texts: 15h.
Preparation of work / individual / group reports: 60h
Individual / group oral presentations: 8h
Study and preparation of classes and assessment tests: 15h

Total: 150h

Evaluation

Written tests / exams: 20% - 60%
Practical / applied tests: 20% - 60%
Work done by the student related to the learning activities: 20% - 60%
Other activities (attendance and participation in class / forums, virtual discussions, etc.): 10% - 30%