



Universitat de Lleida

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

Coordination: GARCES MARTIN, RAQUEL

Academic year 2021-22

## Subject's general information

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

CB2 Apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated by developing and defending arguments and solving problems within their area of study.

General Competences:

CG1 Develop the ability to adapt to new situations and solve problems effectively.

CG7 Acting with creativity, research culture and professional communication.

Specific Competences:

CE1 Identifying and analysing the characteristics and needs of people, groups and organisations, as well as the relevant contexts for the service requested.

CE2 Planning the evaluation of programs and/or psychological interventions, selecting the appropriate indicators and techniques.

CE4 Analyzing and interpreting the results of psychological assessment.

CE6 Respond and act in an appropriate and professional manner, taking into account the attitudes and values of the profession, as well as its code of ethics and deontology, in each and every one of the intervention processes.

CE8 Elaborate technical reports, oral and written, about the results of the evaluation process, of the investigation or of the services demanded, respecting the ethical commitment that the diffusion of psychological knowledge demands.

Transversal competences:

CT2 Acquiring a significant command of a foreign language, especially English.

## 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%

