



Universitat de Lleida

DEGREE CURRICULUM
**THE SOCIAL PSYCHOLOGY OF
CONSUMPTION, MARKETING
AND PUBLICITY**

Coordination: PALOMARES PÉREZ, ALBA

Academic year 2023-24

Subject's general information

Subject name	THE SOCIAL PSYCHOLOGY OF CONSUMPTION, MARKETING AND PUBLICITY			
Code	102951			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	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	PALOMARES PÉREZ, ALBA			
Department	PSYCHOLOGY, SOCIOLOGY AND SOCIAL WORK			
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
BLASCO BELLED, ANA	ana.blasco@udl.cat	2,1	
PALOMARES PÉREZ, ALBA	apalomares49@gmail.com	3,9	

Competences

Basic skills:

CB4 To be able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

General competencies:

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

Specific Competences:

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

CE5 Design and implement a strategy/plan for psychological intervention, according to the contexts or service demanded.

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

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

Transversal competences:

TC3 Acquiring training in the use of new technologies and information and communication technologies.