Courses in English
Course Description

Department 10 Business Administration
Course title Social Psychology
Hours per week (SWS) 4
Number of ECTS credits 5
Course objective The students gain knowledge and understanding and will be able to apply theories from psychology and social psychology to (commercial) communication. Students will get insight in trends and learn to take the impact of trends into account.

Prerequisites

• Articles and reports 'handed out' in class

Teaching methods Interactive
Assessment methods presentations/paper
Language of instruction English
Name of lecturer Drs. Van der Meer
Email anne-kathrin.morbach@hm.edu

Course content • Trendwatching
• Attitudes
• Relation attitude and behavior
• Social Psychology - reference groups
• Influence through presentation
• Subliminal influence
• Six Principles of Influence

Remarks