

IMP232 Brand & Media Psychology

Learning outcome

Students will be able to explain brand and media psychology in terms of its history and development and how it fits into marketing management. On the basis of theoretical approaches, findings, methods and practical examples, they are able to independently analyze and process corresponding tasks and questions and to explain, justify and evaluate the procedure. In addition, they know the importance of human-computer interaction and the ethical aspects of brand and media psychology and can assess, develop and explain corresponding approaches and concepts.

Contents

- History and development of the theories of brand and media psychology
- Classification of brand and media psychology in marketing management
- Psychological basis on theories, findings, methods and practical applications of media use and media impact, as well as media competence
- Psychological perspectives on the use of media in economic and social contexts, such as human resource management, education or clinical psychological interventions
- User interaction via digital media and human-machine interaction
- Artificial intelligence and media psychology
- Ethical aspects of brand and media psychology
- Psychological theories, findings and their applications in brand identity, perception, positioning and communication
- Customer relationships and loyalty

Assessment: Written exam/seminar paper or term paper/project work. Type of examination will be announced at the beginning of the term.

Lecturer: Prof. Dr. Schmidt

ECTS: 3