

Online Diploma in Consumer Psychology

February 2025

Wednesdays - 6:30pm to 9:30pm

Please note this is a provisional timetable and subject to change:

Month	Day	Content
February	26	Consumers in the marketplace: An introduction to consumer behaviour, a consumer society, shopping, buying and evaluating.
March	05	Influences on consumption: Internal external influences on consumption, key psychological drivers of buyer consumption and behaviour.
	12	Sensory Marketing and Buyer Behaviour: The Five Senses, The Perceptual Process, Semiotics, Signs and Symbols.
	19	The Role of Group Behaviour: Reference Groups, Opinion Leaders, word of mouth and word of mouse and social proof.
	26	Motivation: Theories of motivation, application to buyer behaviour, the role of emotion in consumption.
April	02	Contemporary Consumer: Lifestyles, traditional consumer segmentation, lifestyle segmentation global consumer values.
	09	Consumer Learning Processes: Classical conditioning principles, reward and punishment in contemporary buyer behaviour, the role of memory.
	16	Consumer Perception: Product and commercials design, subliminal advertising, to understand how marketers use symbols to create meaning.
	23	The Changing Consumer: Trend analysis, "The Wisdom of the Crowd", crowdsourcing.
	30	The Changing Consumer: Online collaboration, mobile consumer behaviour.

May	07	Sustainability: Sustainable marketing and consumption, Green Marketing and its influence on the consumers buying decisions.
------------	-----------	--

IBAT College Dublin
16 – 19 Wellington Quay
Dublin 2
Call: 01 807 5055
Email: enquiry@ibat.ie
Website: www.ibat.ie