



**Master course „Social Psychological Aspects of Consumption and Health“  
Winter semester 2019/20**

LGW: Marketing III: Perspektiven des Lebensmittelmarketings

BWL: V 3-5 (E) Ausgewählte Fragen des Marketings

Spöko: D-3: Veranstaltung aus dem Fächerkanon der Betriebswirtschaftslehre

This winter semester 2019/20 the Chair of Business Administration III – Marketing & Consumer Behavior offers the course „**Social Psychological Aspects of Consumption and Health**“, which will be held by [Fergus Neville, PhD.](#) from the [University of St Andrews \(UK\)](#).

This course will provide an introduction to the social psychology of group behavior. In addition to being a theoretical overview, applied examples from consumer behavior, health and politics will be discussed. There will be a specific focus on the social identity approach to group behavior and social influence. The course will explain what social identities and norms are, the processes by which they shape the social world, and how they can be used for leadership, marketing and public health interventions.

In an intensive learning environment, Fergus Neville teaches the basic aspects of social psychology. The course content is complemented by small working groups as well as small presentations. There will be an individual preparation time of approximately 10 hours before the course and additional group work during the course, which has to be prepared outside the course hours. The course language is English. As an assessment of this course, you will write a short paper (approx. 5 pages) about a course topic of your choice. More information will be provided during the lecture.

**Target Group:**

This course is primarily directed towards master students in Food & Health Sciences and students of the specialization Marketing & Services (in particular Business Administration and Sport, Business & Law, Engineering Sciences). Master students of other master programs are very welcome upon consultation.

**Dates** (times are expected):

- Tuesday, 7<sup>th</sup> January 2020 from 9.00 a.m. to 6.00 p.m.
- Wednesday, 8<sup>th</sup> January 2020 from 9.00 a.m. to 6.00 p.m.
- Thursday, 9<sup>th</sup> January 2020 from 9.00 a.m. to 6.00 p.m.

Rooms will be announced at Campus Online in due course.

**Registration:**

Mandatory registration is processed via CampusOnline according to the first-come-first-served principle. If you are unable to register via CampusOnline, please contact Jannike Harnischmacher ([jannike.harnischmacher@uni-bayreuth.de](mailto:jannike.harnischmacher@uni-bayreuth.de)). Here as well, the first-come-first-served principle applies. Please note that this course is designed for small groups in order that the number of participants is strictly limited. Therefore, there will be two registration and de-registration periods:

*First registration and de-registration period (only for students of Food & Health Science):*

- from Monday, 21<sup>st</sup> October 2019, 8.00 a.m. to Wednesday, 23<sup>rd</sup> October 2019
- 8 free spaces will be available

*Second registration and de-registration period* (for students of Food & Health Science and all other students):

- From Thursday, 24<sup>th</sup> October 2019, 10.00 a.m. to Friday, 1<sup>st</sup> November 2019
- 8 free spaces will be available
- If there are still free spaces available after the first registration and de-registration period, these spaces will be assigned to all other students in the second registration and de-registration period

There will be a waiting list for the second registration phase.  
Registration via CampusOnline is obligatory.

Please note that with your registration for the course “Social Psychological Aspects of Consumption and Health” in CampusOnline, you are automatically registered for the assessment “Social Psychological Aspects of Consumption and Health”.

**Crediting:**

- Food and Health Science: credit for Marketing III: Perspektiven des Lebensmittelmarketings
- Business Administration: credit for V 3-5 (E) Ausgewählte Fragen des Marketing
- Sport, Business & Law: credit for D-3: Veranstaltung aus dem Fächerkanon der Betriebswirtschaftslehre
- Other master programs upon consultation

**Introductory readings:**

- Reicher et al. (2005) – Social identity and the dynamics of leadership: Leaders and followers as collaborative agents in the transformation of social reality. [Link to the reading.](#)
- Haslam (2004) – Psychology in Organizations: The Social Identity Approach. [Link to the reading.](#)
- Neville (2015) – Preventing violence through changing social norms. [Link to the reading.](#)
- Reicher & Haslam (2016) – The politics of hope: Donald Trump as an entrepreneur of identity. [Link to the reading.](#)

For questions regarding the course „Social Psychological Aspects of Consumption and Health“ please contact Jannike Harnischmacher (jannike.harnischmacher@uni-bayreuth.de).