Join Radboud Summer School 2017!

Buying Happiness

change perspective

Radboud Universiteit
Buying Happiness

Introduction to Consumer Behaviour and Media Psychology

‘Buying happiness’ combines basic consumer with an introduction to media psychology. With the debate regarding the nature of happiness and how “having” impacts on our sense of being. In doing so it examines these areas from both sides, from the point of view of the marketers/advertisers who want to sell goods and services, from the point of view of the consumer, and how having has become a way of ‘being’. The module addresses these issues by examining how consumers think, how advertising potentially works and what other factors affect the targeted consumer and his/her decision making processes, such as media/tv/YouTube exposure, self esteem and the concept of being able to acquire, literally buy, happiness.

The module breaks down in four areas:
- Introduction to consumer psychology and media psychology which covers some history and essential basic background as well as introducing some theory
- Basic aspects of consumer behaviour and decision making such as motivation, memory, attention, product involvement, the power of brands (focus on fashion), the role of emotion, as well as store ambience and atmospherics. It then focuses on the psychological processes in advertising.
- Media psychology- the power of radio, TV and film. The module will focus here on soap operas and film/ music video and how these represent aspirations of a better life and how this can impact on consumer expectations and desire regarding their own lives
- What is happiness and how do consumers attempt to buy happiness and identity?

After this course you are able to:
- demonstrate an understanding of several basic fundamental psychological principles applied to consumer behaviour, including excessive shopping
- evaluate various psychological processes essential to being a consumer
- demonstrate insight into the happiness debate both from the point of view of the individual but also from a wider consumer & media psychology perspective
- demonstrate an understanding of some core fundamental principles of media psychology
Number of EC
2 ECTS

Entry level
Bachelor, Advanced Bachelor and Professional

More detailed course information can be found on our website!

Course leader
Dr Felix de Beaumont, Senior lecturer, Psychology
Regents University London

Dates
Monday 14 August – Friday 18 August 2017

Course fee
€525

Discounts
• 10% discount for early bird applicants. The early bird deadline is 1 April 2017.
• 15% discount for students and PhD candidates from partner universities.
Want to be part of the RSS experience?

More than just a course!
Radboud Summer School is more than an academic event. It is a unique opportunity to meet other international students and researchers and to get to know Radboud University and the city of Nijmegen. Our participants come from all over the world and have different cultural and academic backgrounds. Our programme includes the following activities free of charge: welcome reception, sports activity, guest lecture and farewell drink. We offer also a BBQ, River Cruise, City Tour, Pub quiz and excursion for a small fee.

Have a look at what participants had to say about their experience!

And do not forget to register now!

Deadline application
June 1, 2017

Contact
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www.ru.nl/radboudsummerschool, August 6-18 2017