

Consumer Psychology Diploma



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The Diploma provides you with insights and analysis of the key individual and group orientated factors that drive consumer consumption, addressing the question of why consumers behave as they do. You will dissect, analyse and debate theoretical perspectives and apply them to real world contemporary examples. The Diploma specifically aims to integrate the main changes in consumption in recent times and ties together emerging trends in buyer behaviour and marketing with existing traditional perspectives. Classes are designed to be interactive with a strong emphasis placed on application.

What will I experience?

Graduates can explore a career in psychology, specifically consumer psychology. They can work in the consumer research end of marketing materials design, assessing what might or might not have an impact on consumers or achieve the required response from consumers. The programme is also useful for those from a business background looking to move into the field of psychology.

What will I learn?

On successful completion of this Diploma the learner will be able to:

- Analyse key consumption theories and models, with their informal and academic perspectives.
- Apply consumer behaviour theory to real-life cases, drawing out the underlying psychology themes at play.
- Evaluate various buyer behaviour perspectives within the context of marketing and the wider field of society.
- Describe the current trends in online consumer behaviour and activities, and their implications for society.
- Evaluate individual consumer identity and wider group identity from a social psychology perspective.

Duration: 11 Weeks, Part-time
Wednesdays 6.30pm – 9.30pm

Study mode: Online

Fees: Online – € 980

*Contact us for next availability.