

### DESCRIPTION OF THE COLLEGE

| GENERAL INFORMATION                |                                                         |         |
|------------------------------------|---------------------------------------------------------|---------|
| Course Holder                      | Assoc. Prof. Dr. Sc. Maja Kolega                        |         |
| Name of the College                | Social Psychology and Economics                         |         |
| Study program                      | Professional Graduate Study – Business Management - MBA |         |
| Status of the College              | Mandatory                                               |         |
| Code                               | SPE-22                                                  |         |
| Year                               | Year 2                                                  |         |
| Point value and method of teaching | ECTS Student Workload Coefficient                       | 6       |
|                                    | Number of hours (P+H+S)                                 | 28+28+0 |

| DESCRIPTION OF THE COLLEGE                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.1. <i>Objectives of the course</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| The aim of the course is to introduce students to the basic processes of formation of social attitudes of an individual and to the psychological mechanisms that determine the experience of the social environment, connecting them with the phenomena of the influence of advertising, persuasion and propaganda on the emergence and change of individual attitudes, as well as to train students for the ethical application of the principles of economic propaganda and persuasion. |
| 1.2. <i>Requirements for enrolment in the course</i>                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>No conditions</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 1.3. <i>Expected learning outcomes for the course</i>                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Students should be able to:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 1. Assess the contribution of knowledge from social psychology in the economics of marketing,                                                                                                                                                                                                                                                                                                                                                                                             |

2. Critically assess theoretical knowledge and concepts of economic psychology,
3. Examine the emotional, cognitive and behavioral components of attitudes,
4. Evaluate the role of social influences in changing attitudes,
5. Evaluate socio-psychological aspects of economic propaganda and persuasion,
6. Justify the application of ethical principles of persuasive and propaganda action in the economics of marketing.

#### 1.4. *The content of the course*

##### Introduction to Social Psychology

- The concept of social psychology
- Socialization, social perception and interaction
- Contributions of cognition of social psychology in the economic sciences
- The significance of social influence on an individual's cognitive functioning, emotional experience, and behavior
- The influence of the social environment on the individual
- Intragroup and intergroup relationships

##### Normative cognitions of experimental economics and economic psychology

- The concept of instrumental rationality
- Rational Choice Theory: A Normative Theory of Rationality
- Revised Theory of Cognitive Discrepancy
- Causes and Consequences of the Normative Shift

##### Socio-psychological factors influencing attitudes

- Nature and origin of attitudes
- Concept, types and structure of attitudes
- Emotional, cognitive and behavioral components of attitudes
- Affective and behavioral factors influencing the formation of attitudes

##### Social influences on attitude changes

- Cognitive-based attitudes
- Behavior-based attitudes
- Strength and excitability of attitudes
- A convincing message and a change of attitude

##### Socio-psychological aspects of economic propaganda and persuasion

- The Definition of Persuasion and Propaganda
- Basic determinants of consumer behavior: the role of motivation and affective processes
- The Role of Persuasion and Propaganda in Marketing
- Methodology for examining consumer attitudes and needs
- Implementation of the results of public opinion research in the design of a propaganda campaign

#### Ethical Requirements and Ethical Principles of Economic Advertising and Economic Propaganda

- The Importance of Business and Managerial Ethics in Marketing
- The Power of Advertising and Subliminal Advertising
- Ethical principles of presentation, promotion and product offering
- Social entrepreneurship and corporate social responsibility
- Principles of the Code of Advertising and Marketing Communication of the Croatian Association of Marketing Communications Companies

#### 1.5. Types of teaching (put X)

- |                                                 |                                               |
|-------------------------------------------------|-----------------------------------------------|
| <input checked="" type="checkbox"/> Lectures    | <input type="checkbox"/> Independent tasks    |
| <input type="checkbox"/> Seminars and workshops | <input type="checkbox"/> Multimedia & Network |
| <input checked="" type="checkbox"/> Exercises   | <input type="checkbox"/> Laboratory           |
| <input type="checkbox"/> Distance education     | <input type="checkbox"/> mentoring work       |
| <input type="checkbox"/> Field Teaching         | <input type="checkbox"/> other _____          |

#### 1.6. Obligations of students

*Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are:*

*ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum commitments are;*

- *Full-time students must attend at least 70% of the total number of classes to be eligible to sign.*
- *Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign.*

*EXAM: in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each*

learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.

*\*FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.*

**WRITTEN EXAM:** the student is required to take a written exam that verifies the acquisition of theoretical knowledge related to the course. The questions also test the ability to identify, explain and relate key concepts, as well as appropriate argumentation. The written exam also includes tasks that check the student's acquisition of the material through analytical frameworks.

*\*CONTINUOUS ASSESSMENT: In order to improve the effective progress of students in teaching, continuous examinations (2 intermediate exams) are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.*

#### 1.7. Monitoring of student work (add X with the appropriate form of monitoring)

|              |   |                        |  |            |  |                   |  |
|--------------|---|------------------------|--|------------|--|-------------------|--|
| Attendance   | x | Teaching activity      |  | Term paper |  | Experimental work |  |
| Written exam | x | Oral exam              |  | Essay      |  | Research          |  |
| Design       |   | Continuous assessment* |  | Paper      |  | Practical work    |  |
| Portfolio    |   |                        |  |            |  |                   |  |

#### 1.8. Assessment and evaluation of students' work during classes and at the final exam

Assessment and evaluation of students' work during classes and at the final exam is carried out on the basis of the Study Regulations of the EFFECTUS University of Applied Sciences.

Allocation of points according to the forms of student work monitoring:

|                | Attendance | Written exam | Design | Term paper | Practical work | Total |
|----------------|------------|--------------|--------|------------|----------------|-------|
| I1             |            | 16           |        |            |                | 16    |
| I2             |            | 16           |        |            |                | 16    |
| I3             |            | 16           |        |            |                | 16    |
| I4             |            | 16           |        |            |                | 16    |
| I5             |            | 16           |        |            |                | 16    |
| I6             |            | 16           |        |            |                | 16    |
| OUT OF THE BOX | 4          |              |        |            |                | 4     |

TOTAL

4

96

100

*Linking learning outcomes, teaching methods and methods of assessment of knowledge:*

| FORMS OF TRACKING | NAME OF LEARNING OUTCOMES                                                                                  | TEACHING METHOD                | METHOD OF ASSESSMENT KNOWLEDGE                                                                                                                                                                                                          | Maximum number of rating points |
|-------------------|------------------------------------------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Written exam      | OUTCOME 1<br>To assess the contribution of knowledge from social psychology to the economics of marketing, | Lecture                        | Simple recall tasks to which an answer is sought that demonstrates the identification and definition of key terms, their connection and appropriate argumentation. They can include problem questions and tasks that need to be argued. | 48                              |
|                   |                                                                                                            | Asking questions<br>Discussion |                                                                                                                                                                                                                                         |                                 |
|                   | OUTCOME 2<br>Critically assess theoretical knowledge and concepts of economic psychology                   | Lecture                        | Simple recall tasks to which an answer is sought that demonstrates the identification and definition of key terms, their connection and appropriate argumentation. They can include problem questions and tasks that need to be argued. |                                 |
|                   |                                                                                                            | Asking questions<br>Discussion |                                                                                                                                                                                                                                         |                                 |
|                   | OUTCOME 3<br>Re-examine the emotional, cognitive and behavioral components of attitudes,                   | Lecture                        | Simple recall tasks to which an answer is sought that demonstrates the identification and definition of key terms, their connection and appropriate argumentation. They can include problem questions and tasks that need to be argued. |                                 |
|                   |                                                                                                            | Asking questions<br>Discussion |                                                                                                                                                                                                                                         |                                 |
| Written exam      | OUTCOME 4                                                                                                  | Lecture                        | Simple recall tasks to which an answer                                                                                                                                                                                                  | 48                              |

|                   |                                                                                                                                            |                                        |                                                                                                                                                                                                                                                                               |            |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
|                   | <i>Evaluate the role of social influences on attitude change</i>                                                                           | <i>Asking questions<br/>Discussion</i> | is sought that demonstrates the identification and definition of key concepts, their connection and corresponding arguments of a higher degree of complexity. They can include problem questions and tasks that need to be argued.                                            |            |
|                   | <b>OUTCOME 5</b><br>Evaluate the socio-psychological aspects of economic propaganda and persuasion.                                        | <i>Lectures</i>                        | Simple recall tasks to which an answer is sought that demonstrates the identification and definition of key terms, their connection and appropriate argumentation. They can include problem questions and tasks that need to be argued.                                       |            |
|                   |                                                                                                                                            | <i>Asking questions<br/>Discussion</i> |                                                                                                                                                                                                                                                                               |            |
|                   | <b>OUTCOME 6</b><br><i>Justify the application of ethical principles of persuasive and propaganda action in the economics of marketing</i> | <i>Lecture</i>                         | Essay-problem questions to which an answer is sought that demonstrates the identification and definition of key concepts, their connection and corresponding arguments of a higher degree of complexity. They can include problem questions and tasks that need to be argued. |            |
|                   |                                                                                                                                            | <i>Asking questions<br/>Discussion</i> |                                                                                                                                                                                                                                                                               |            |
| <i>Attendance</i> | <i>All outcomes</i>                                                                                                                        | <i>Lectures and exercises</i>          | <i>Attendance records</i>                                                                                                                                                                                                                                                     | <i>4</i>   |
|                   | <b>TOTAL POINTS</b>                                                                                                                        |                                        |                                                                                                                                                                                                                                                                               | <b>100</b> |



| Type of student workload                                               | Hours of student workload | ECTS credits |
|------------------------------------------------------------------------|---------------------------|--------------|
| Attending face-to-face classes                                         | 56                        | 1,9          |
| Field trips/visits outside the college                                 |                           |              |
| Independent study/research                                             | 33                        | 1,1          |
| Out-of-classroom preparation and preparation of seminars/presentations |                           |              |
| Work on an out-of-classroom project assignment                         |                           |              |
| Independent preparation for exams and exam time                        | <b>75</b>                 | <b>2,5</b>   |
| Consultation activities                                                | 15                        | 0,5          |
| Other                                                                  |                           |              |
| <b>TOTAL ECTS credits</b>                                              | <b>180</b>                | <b>6</b>     |

#### **JUDGING:**

*In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes. A student may receive an additional four points if (i) attends classes more than 80% for full-time students and (ii) attends classes more than 55% for part-time students.*

*Grades are calculated based on the following distribution of points:*

| NUMBER OF POINTS | RATING           |
|------------------|------------------|
| 0,00 – 53,90     | Insufficient (1) |

|                |                |
|----------------|----------------|
| 54,00 – 64,90  | Sufficient (2) |
| 65,00 – 79,90  | Good (3)       |
| 80,00 – 89,90  | Very Good (4)  |
| 90.00 and more | Excellent (5)  |

*The evaluation is carried out in a transparent manner by collecting points. The course is valued with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).*

*CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity by which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the subject. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is an additional number of points to the total number of points achieved according to the learning outcomes.*

*Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.*

#### *1.9. Required literature and number of copies in relation to the number of students currently attending classes in the course*

| <i>Title</i> |                                                                                                                                             | <i>Number of copies</i>                                        | <i>Number of students</i> |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------|
| 1.           | Aronson, E., Wilson, T. D. , Akert, R. M. (2005). Social Psychology, Mate d.o.o., Zagreb                                                    | 5*                                                             | 60                        |
| 2.           | Bohner, G. (2003). Attitudes. In: M. Hewstone and Stroebe, W. Social Psychology: European Perspectives. Waterfall: Jastrebarsko. p. 195-234 | *students receive compulsory literature in permanent ownership |                           |

#### *1.10. Supplementary literature*

- Petz, B. (1980). Psychology in economic propaganda. Zagreb: DEPH.
- Klose, A. (1996). Entrepreneurial Ethics, Zagreb, Školska knjiga
- Code of Advertising and Market Communication of the Croatian Association of Marketing Communications Companies
- Shaw, W.H. (2014). Business ethics, Wadsworth Cengage Learning, Boston
- Atkinson, J. (2014). Education, values and ethics in international heritage: Learning to respect, Elsevier B.V.,

**1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences**

- statistical processing and analysis of exam results (verification of the Gaussian curve – normal distribution of performance, comparison and monitoring of exam results of different generations, analysis of understanding of individual modules/questions on the exam, etc.),
- conducting a survey among students,
- evaluation and self-evaluation of teachers,
- achieved results, level of understanding and knowledge during the preparation of the seminar paper,
- the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),
- analysis of the reports of the head of the quality center, and
- Feedback from students who have already graduated about the usefulness of the content of this course in the performance of the tasks they are engaged in.