



MKT 22523: Social Psychology

Level: 2000

Number of Credits : 03

Course Description

Understanding consumer interactions with society is vital for effective marketing. Social psychology is a subfield of the science of psychology that focuses on the perceptions, thoughts, feelings, and behaviors of individuals and groups within a social context. The course covers concepts and basic theories about individual, interpersonal and group processes.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Identify the factors and their influence on attitudes, perceptions, and judgments of people in social situations,
- Elaborate the factors that influence behavior in relation to interpersonal attraction, conformity, prejudice, pro-social behavior, conflict, and aggression,
- Demonstrate an understanding of the role of the self in developing attitudes and behavior in social settings.

Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars

Methods of Assessment

In-course Assessments : 30%
End Semester Examination : 70%

Course Contents

1. Introduction to social psychology
2. The social self
3. Perceiving persons
4. Stereotypes, prejudice, and discrimination
5. Attitudes
6. Social influence
7. Group processes
8. Attraction and close relationships
9. Helping others
10. Aggression

Recommended Readings

1. Kassin, S., Fein, S., Marcus, H. R., & Burke, T. (2013). Social Psychology (2nd Canadian ed.). Toronto, ON: Nelson Education.
2. Myers, D.G. (2015). Exploring social psychology (7th ed.). McGraw-Hill Education.