

SHORT-TERM STUDY ABROAD

Psychology of Visual Preference: Marketing Opportunities

- **Campus/building.** Villafranca and Almagro
- **Type of course.** In-person
- **Duration.** 2 weeks



STUDIES
Short-Term
Study Abroad



LANGUAGE
English



DURATION
2 weeks



DATE
June-July



TYPE OF COURSE
In-person



HOURS
80 hours

In this course you will study the underlying cognitive processes of the mind and understand how visual features interact with choices consumers make. You will gain skills on reasoning regarding cognitive processes and how to use them to your advantage. The objective of this course is to discover the effects of visual features on decision making like the colour of a car, the contour of a recipient or the environment of a waiting room. Visual features, at some extent, guide our behaviour and evoke emotions. Cognitive psychology has studied these effects in different contexts including the effects on consumers and decision makers. In this course we present the current scientific literature about the topic. Also, through workshops experimenting with different products, participants will understand the challenges of the empirical data. Participants will gain insights from scientific literature and from workshops in which they will reproduce some classic experiments to take advantage of cognitive psychology and visual science to understand consumer visual preference.

Madrid is a cosmopolitan city placed at the very heart of Spain, allowing you to experience different sensory marketing experiences in Europe's third largest city.

This course is for anyone interested in a multidisciplinary view of marketing, consumer science and psychology. Now, more than ever we must understand human cognitive processes to navigate the uncertainties that humanity faces.



Overview

- 80-hour programme taught over two weeks.
- Complementary Spanish language classes taught by highly qualified native teachers.
- Active methodologies combining masterclasses, workshops and industry visits.
- Cultural activities and visits (museums, excursions to other cities, etc.).
- All class material costs and room + board (three meals a day) included in tuition.
- MediaLab workshops to document student progress via audiovisuals.
- A maximum of 14 students per class.
- Certificate awarded by University Camilo José Cela.

Accommodation

Students will live at UCJC's halls of residence located at the university's main campus in Villafranca, Madrid, Spain.

Accommodation included in price: Yes.

Dates

June/July (please enquire if you would like other dates).

Example:

- Date of arrival: 14 July 2021; Date of first class: 15 July 2021.
- Date of last class: 18 July 2021; Date of departure: 29 July 2021.

Contents

Module I: What is cognitive psychology and why it is relevant for consumer psychology

- The 'cogs' of our mind: cognitive psychology and the processes underlying behaviour and emotions.
- Models of sensory valuation.
- Processes related to consumers.

Module II: The visual elements of decision making

- Visual features and affective processing.
- Users interaction: seeing and acting.

Module III: Visual properties, sensory valuation and choices

- Valuation, learning and representation.
- The interplay of senses: touching, seeing, hearing and savouring.

Module IV: Methods and challenges in visual preferences

- Critically thinking about methodology used in empirical studies about visual preference.
- Designing our own experiments.

About us

UCJC is one of the youngest and fastest-growing universities in Spain and Europe. Founded in 2000, UCJC is part of SEK Education Group, whose proven track record in teaching excellence stretches back over 125 years. As a young university, UCJC is forward-looking and uniquely placed to bridge the gap between traditional and modern times, through a liberal arts and applied sciences approach to higher education.

The university has four different schools: Communications and Humanities, Education, Health and Technology and Science, offering a range of Spanish and European official undergraduate and graduate programmes.

MORE INFORMATION

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