

2022-2023

University of Galway
MSc in Consumer Psychology
Handbook



OLLSCOIL NA GAILLIMHÉ
UNIVERSITY OF GALWAY

Welcome!

Welcome to the University of Galway!

My colleagues and I are delighted that you have chosen to study consumer psychology with us.

On behalf of all the staff and management of University of Galway, we want to extend our warm appreciation to you and wish you the best learning experience with us.



This handbook outlines the main features of the programme so you can prepare yourself and apply yourself well this year.

This year, we have added a new module, *PS6181 International Business Project*, in which you will work on global virtual teams solving problems for multinational companies, supported by x-culture.

I am very much looking forward to welcoming you in person.

Denis and the programme team

Dr Denis O'Hora,
Director of the MSc in Consumer Psychology (denis.ohora@nuigalway.ie)

Programme Team

Dr Denis O'Hora, Psychology

Dr Natalie Walsh, Director of Entrepreneurial Development, IdeasLab

Dr Elaine Wallace, Associate Professor in Marketing and Associate Director, Whitaker Institute

Dr Lorraine Morgan, Business Information Systems

Dr Bruno Voisin, Irish Centre for High Performance Computing

Dr Oonagh Meade, Vertically Integrated Projects

Dr Chris Noone, Psychology

Dr Jane Conway, Psychology

Table of Contents

Welcome!.....	2
The Academic Year at University of Galway	4
Programme Outline.....	5
Design Rationale.....	5
Our Vision.....	5
Some dates for your diary	7
Registering for your course.....	7
Campus Map	8
Timetables	9
Semester 1 (Weeks 1-6).....	9
Semester 1 (Weeks 7-12).....	10
Semester 2 (Weeks 1-6).....	11
Semester 2 (Weeks 7-12).....	12
Module Descriptions.....	13
PS6160 Introduction to Consumer Psychology	13
PS6162 Understanding Human Decision Making	14
PS6165 Customers across Cultures and Contexts.....	15
PS6166 Sustainable Consumption.....	16
PS6163 Data Analytics Through R.....	17
MS802 Information Systems Strategy and Innovation	19
MK566 Strategic Brand Management	20
PS6164 Tools and Insights from Industry	21
PS6167 Measuring Consumer Behaviour and Engagement	22
PS6168 Work-Based Project.....	23
Submitting Your Work	24
Assessment	27
Other Important Information	28
Student Liaison with Industry Contacts.....	28
If you have a problem	28
Data security and GDPR legal requirements	29

The Academic Year at University of Galway

	1 st Semester	2 nd Semester
Teaching begins	Monday 5th September, 2022	Monday 9th January, 2023
Teaching ends	Friday 25 th November, 2022	Friday 31 st of March 2023
Study Week	Monday 28th November to Friday 2nd December	
Examinations begin	<i>No examinations</i>	Monday 17th April to Thursday 4th May, 2023
Holidays	<p>Christmas: Saturday 17th December to Sunday the 9th of December</p> <p>Bank Holidays: Monday 31st October 2020</p>	<p>Easter: Good Friday 7th April to Easter Monday 10th April, 2023</p> <p>Bank Holidays: Friday 17th March 2023</p>

Your work-based project work continues into the summer. The submission dates for the company report and psychology journal article are in July.

The University Academic Calendar is available here:

<http://www.nuigalway.ie/registry/academic-term-dates/>

Programme Outline

Semester 1		Semester 2		Summer
PS6160 Introduction to Consumer Psychology	PS6162 Understanding Human Decision Making	PS6165 Customers across Cultures and Contexts	PS6166 Sustainable Consumption	
PS6163 Data Analytics Through R (10)		MS802 Information Systems Strategy and Innovation		
PS6181 International Business Project (x-culture.org)		MK566 Strategic Brand Management		
PS6164 Tools and Insights from Industry				
PS6167 Measuring Consumer Behaviour and Engagement (10)				
PS6168 Work Based Research Project (30)				

All Modules are worth 5 ECTs unless indicated

Design Rationale

The MSc in Consumer Psychology has a layered structure. The duration of the modules increases from 6 weeks, to one semester, to two semesters, to year-long. The intention of this structure is to provide focus on certain content topics, the content of which can be incorporated within skills modules, enabling progress in a capstone project that integrates these contributions into a workplace- focused contribution. The four six-week modules focus on topics that build upon one another by addressing critical theoretical topics (e.g., human decision making) in greater detail and exploring the concepts in more applied contexts to highlight how contexts transform and constrain application (e.g., through cultural and sustainability influences).

Our Vision

When you complete our MSc programme, our vision is that you will be:

Practical and powerful problem-solvers informed by consumer theory and data insights and contextual constraints (local and global, short-term and long-term), who communicate decision-grade information and tangible solutions, who seek out opportunities to improve themselves, their organization and society.

Graduate Attributes

In order for us to make the foregoing vision a reality, we distilled 7 graduate attributes that each of your modules will address in different ways. These are:

1. Critical appreciation of psychological theory relevant to consumers
2. Expertise in data collection, management, analysis and communication
3. Nuanced awareness of the constraints of context
4. Competence in the common tools of commercial and non-commercial organisations
5. Knowledge of their own strengths and weaknesses
6. Confidence and competence in identifying and requesting support
7. Capable of and committed to positive long-term societal, cultural and environmental impact

Some dates for your diary

Registering for your course

Online registration will open from the 18th of August until the 12th of September (Course Registration closing date) and 20th of September (Module Registration closing date).

Students should register as soon as possible to gain access to University services such as Student ID Card, Library and Blackboard. All registration information is available at:

<https://www.nuigalway.ie/registration/how-to-register/newstudentpostgrad/new-taught/>

All fee queries must be directed to the Fees Office: fees@nuigalway.ie

Date	Details
August 18 th	Online Registration Opens
September 5 th	Your first class will be at 9am on the 5 th of September in Room AMB G034 in the School of Psychology at University of Galway. In the first week, you will only have PS6160.
September 12 th	Course Registration closing date
September 20 th	Module Registration closing date

Campus Map

Click here for searchable map: <https://www.universityofgalway.ie/buildings/maps/>



Timetables

Semester 1 (Weeks 1-6)

Semester 1 (1-6)	Monday	Tuesday	Wednesday	Thursday	Friday
9 – 10	PS6160 - Introduction to Consumer Psychology AMB G034	Project Meetings (PS6168)	Self-study time	Self-study time	Self-study time
10 – 11	<i>Dr Denis O'Hora</i>	Project Meetings (PS6168)	Self-study time	Self-study time	Self-study time
11 – 12	Self-study time	PS6181 International Business Project	Self-study time	Self-study time	Self-study time
12 – 1	PS6160 - Introduction to Consumer Psychology <i>Dr Denis O'Hora</i> Psychology PC Suite	<i>Dr Denis O'Hora</i> Psychology PC Suite	Self-study time	Self-study time	Self-study time
1 – 2					
2 – 3	PS6164 Tools and Insights from Industry AMB G034 <i>Dr Denis O'Hora</i>	PS6167 Measure Consumer Behaviour and Engagement Psychology PC Suite <i>Dr Denis O'Hora</i>	Self-study time	Self-study time	Self-study time
3 – 4	PS6163 Data Analytics Through R		Self-study time	Self-study time	Self-study time
4 – 5	Psychology PC Suite <i>Dr Bruno Voison, ICHEC</i>		Self-study time	Self-study time	Self-study time

Semester 1 (Weeks 7-12)

Semester 1 (7-12)	Monday	Tuesday	Wednesday	Thursday	Friday
9 – 10	PS6162 Understanding Human Decision Making AMB G034	Project Meetings (PS6168)	Self-study time	Self-study time	Self-study time
10 – 11	<i>Dr Denis O'Hora</i>	Project Meetings (PS6168)	Self-study time	Self-study time	Self-study time
11 – 12	Self-study time	PS6181 International Business Project	Self-study time	Self-study time	Self-study time
12 – 1	PS6162 Understanding Human Decision Making Psychology PC Suite <i>Dr Denis O'Hora</i>	<i>Dr Denis O'Hora</i> Psychology PC Suite	Self-study time	Self-study time	Self-study time
1 – 2					
2 – 3	PS6164 Tools and Insights from Industry AMB G034 <i>Dr Denis O'Hora</i>	PS6167 Measure Consumer Behaviour and Engagement Psychology PC Suite <i>Dr Denis O'Hora</i>	Self-study time	Self-study time	Self-study time
3 – 4	PS6163 Data Analytics Through R		Self-study time	Self-study time	Self-study time
4 – 5	Psychology PC Suite <i>Dr Bruno Voison, ICHEC</i>		Self-study time	Self-study time	Self-study time

Semester 2 (Weeks 1-6)

Semester 1 (1-6)	Monday	Tuesday	Wednesday	Thursday	Friday
9 – 10	PS6165 Customers across Cultures and Contexts PC Suite AMB G035 <i>Dr Denis O'Hora</i>	Project Meetings (PS6168)	Self-study time	Self-study time	Self-study time
10 – 11		Project Meetings (PS6168)	Self-study time	Self-study time	Self-study time
11 – 12	Self-study time	MK566 Strategic Brand Management 11 a.m. in Darcy Thompson Theatre, Arts Concourse 12 noon in AM150, Arts Millennium Building <i>Dr Elaine Wallace</i>	Self-study time	Self-study time	Self-study time
12 – 1	PS6164 Tools and Insights from Industry AMB G034 <i>Dr Denis O'Hora</i>		Self-study time	Self-study time	Self-study time
1 – 2					
2 – 3	PS6167 Measuring Consumer Behaviour and Engagement PC Suite AMB G035 <i>Dr Denis O'Hora</i>	MS802 Information Systems Strategy and Innovation HBB-G019, Human Biology Building <i>Dr Lorraine Morgan</i>	Self-study time	Self-study time	Self-study time
3 – 4			Self-study time	Self-study time	Self-study time
4 – 5			Self-study time	Self-study time	Self-study time

Semester 2 (Weeks 7-12)

Semester 1 (7-12)	Monday	Tuesday	Wednesday	Thursday	Friday
9 – 10	PS6166 Sustainable Consumption PC Suite AMB G035 <i>Dr Denis O'Hora</i>	Project Meetings (PS6168)	Self-study time	Self-study time	Self-study time
10 – 11		Project Meetings (PS6168)	Self-study time	Self-study time	Self-study time
11 – 12	Self-study time	MK566 Strategic Brand Management 11 a.m. in Darcy Thompson Theatre, Arts Concourse 12 noon in AM150, Arts Millennium Building <i>Dr Elaine Wallace</i>	Self-study time	Self-study time	Self-study time
12 – 1	PS6164 Tools and Insights from Industry AMB G034 <i>Dr Denis O'Hora</i>		Self-study time	Self-study time	Self-study time
1 – 2					
2 – 3		MS802 Information Systems Strategy and Innovation HBB-G019, Human Biology Building <i>Dr Lorraine Morgan</i>	Self-study time	Self-study time	Self-study time
3 – 4	PS6167 Measuring Consumer Behaviour and Engagement PC Suite AMB G035 <i>Dr Denis O'Hora</i>		Self-study time	Self-study time	Self-study time
4 – 5			Self-study time	Self-study time	Self-study time

Module Descriptions

PS6160 Introduction to Consumer Psychology

ECTS Weighting: 5

Timing: Weeks 1 to 6, Semester 1

Module Coordinator: Dr Denis O’Hora

Contributors: Dr Denis O’Hora

This module introduces consumer psychology and its applications in industry and policy. Consumer psychology is the study of how we relate to the transaction of goods and services we use every day. The module provides a comprehensive overview of the major themes and trends in consumer psychology. Understanding consumers requires knowledge of consumer psychology theories, collecting and interpreting consumer data and opinions and developing meaningful interactions with consumers.

Learning Outcomes

By the end of this module, students will

1. Understand and remember key concepts, terms, relationships in Consumer Psychology
2. Understand and remember Cialdini’s “Weapons of Influence”
3. Know how to use Consumer Psychology to effect change
4. Understand the personal implications of Consumer Psychology
5. Understand the social implications of Consumer Psychology
6. Know how to learn more about Consumer Psychology

Assessment

- 5 Weekly MCQs (pass/fail)
- Presentation on Cialdini’s “Weapon’s of Influence” (30%)
- Structured assignment (70%)

Reading List

Jansson-Boyd, C. V. (2010). Consumer psychology. New York, NY: Open University Press.

Cialdini, R. B. (1987). Influence. Port Harcourt: A. Michel.

Journal articles and online resources will be recommended throughout.

PS6162 Understanding Human Decision Making

ECTS Weighting: 5

Timing: Weeks 7 to 12, Semester 1

Module Coordinator: Dr Denis O’Hora

Contributors: Dr Denis O’Hora and Guest Lecturers

This module provides an overview of behavioural research on decision making. Drawing from psychology, neuroscience and economics, students will discover the conditions under which humans make optimum and sub-optimum decisions. You will also learn how to apply this knowledge to complex situations including consumer decision making.

Learning Outcomes

By the end of this module, students will

1. Understand and remember key concepts, terms, relationships in Human Decision Making
2. Have a critical appreciation of “Nudge Theory”
3. Know how to influence human decisions
4. Understand how to make better decisions for themselves
5. Understand how to make better decisions for society
6. Know how to learn more about human decision making

Assessment

- 5 Weekly MCQs (pass/fail)
- A Group presentation talk/video (30%)
- 1500 word structured assignment (70%)

Reading List

Newell, B. R., Lagnado, D. A., & Shanks, D. R. (2007). *Straight choices: The psychology of decision making*. New York: Psychology Press.

Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving Decisions about Health, Wealth, and Happiness*. Yale University Press.

Journal articles and online resources will be recommended throughout.

PS6165 Customers across Cultures and Contexts

ECTS Weighting: 10

Timing: Weeks 1 to 6, Semester 2

Module Coordinator: Dr Denis O'Hora

Contributors: Dr Denis O'Hora, guest lecturers

Customers' concerns vary considerably across contexts. In B2B, for example, the customer is a business with very different concerns from a retail consumer. To facilitate the understanding of customers across cultures and contexts, this module features case studies from different markets. Students will learn the challenges and opportunities of expansion and internationalisation including the effects of geo-political events (e.g., Brexit, the Belt and Road initiative).

Learning Outcomes

By the end of this module, students will

1. Understand and remember key concepts, terms, relationships in cultural and other contextual effects on consumer behaviour
2. Know how cultures differ and how these differences affect consumer decision
3. Know different consumption contexts and how these differences affect consumption
4. Understand the personal implications of cultural and contextual effects on consumption
5. Understand the social implications of cultural and contextual effects on consumption
6. Know how to learn more about cultural and contextual effects on consumption

Assessment

- 5 Weekly MCQs (pass/fail)
- A Group video assignment (30%)
- 1500 word structured assignment (70%)

Reading List

Ng, S., & Lee, A. Y. (Eds.). (2015). *Handbook of culture and consumer behavior*. Oxford University Press, USA.

Van Herk, H., & Torelli, C. J. (2017). *Cross Cultural Issues in Consumer Science and Consumer Psychology*. Cham: Springer International Publishing. Chicago

Garbugli, É. (2014). *Lean B2B: Build Products Businesses Want*. Étienne Garbugli. *Journal articles and online resources will be recommended throughout.*

PS6166 Sustainable Consumption

ECTS Weighting: 5

Timing: Weeks 7 to 12, Semester 2

Module Coordinator: Dr Denis O'Hora

Contributors: Dr Denis O'Hora and Guest Lecturers

Understanding, stimulating and satisfying consumer demand can tend towards a short-term focus. First, consumption needs to be environmentally sustainable; how consumer demand affects energy and resource use is a critical concern. Second, consumption needs to be economically sustainable within the economy. Third, consumption needs to be sustainable in the community. How we stimulate and satisfy consumer demand must be viewed as ethical and appropriate by the community to persist.

Learning Outcomes

By the end of this module, students will

1. Understand and remember key concepts, terms, relationships in economic, ethical and environmental sustainability (FK)
2. Know how consumption affects sustainability and vice versa (A)
3. Understand the personal implications of sustainability-consumption relationships (HD)
4. Understand the social implications of sustainability-consumption relationships (HD)
5. Know how to learn more about sustainability-consumption relationships (LHL)

FK: Foundational Knowledge; A: Application; HD: Human Dimension; LHL: Learn how to learn

Assessment

- 5 Weekly MCQs (pass/fail)
- 1500 word structured assignment (100%)

Reading List

Crane, A., Matten, D., Glozer, S., & Spence, L. (2019). *Business ethics: Managing corporate citizenship and sustainability in the age of globalization*. Oxford University Press, USA.

Davies, A. R., Fahy, F., & Rau, H. (2014). *Challenging Consumption*. Abingdon: Routledge.

Elkington, J. (1997). *Cannibals with forks: the triple bottom line of twenty-first century business*. Capstone.

Fuller, D. A. (1999). *Sustainable marketing: Managerial-ecological issues*. Sage Publications.

Hastings, G., & Domegan, C. (2017). *Social marketing: rebels with a cause*. Routledge.

PS6163 Data Analytics Through R

ECTS Weighting: 10

Timing: Weeks 2 to 12, Semester 1

Module Coordinator: Dr Denis O'Hora

Contributors: Dr Bruno Voisin, ICHEC, Dr Denis O'Hora

This module trains statistical analysis using R. In recent years, R (<https://www.r-project.org>) has become the leading tool for statistical computing and graphics. R is free software that can run in most of the computer platform systems (Windows, OS of Mac, Unix, etc.) and the basic language of R is greatly enhanced by numerous contributed packages submitted by users. Data analysis through R will enable you to analyse user behaviour data quickly, appropriately and effectively.

Learning Outcomes

By the end of this module, students will

1. Install R, install packages and import data from a variety of sources
2. Assess imported data, clean it and prepare it for analysis
3. Prepare effective and informative data visualisations
4. Assess support for hypotheses statistically using appropriate tests
5. Prepare professional standard documents assessing hypotheses

Assessment

- 3 Short exercises (3 x 15%)
- Project report capstone (55%)

Reading List

Irizarry, R. A. (2019). Introduction to Data Science: Data Analysis and Prediction Algorithms with R. CRC Press. <https://rafalab.github.io/dsbook/>

Journal articles and online resources will be recommended throughout.

PS6181 International Business Project (x-culture.org)

ECTS Weighting: 5

Timing: Weeks 2 to 12, Semester 1

Module Coordinator: Dr Denis O'Hora

Contributors: Dr Denis O'Hora, x-culture facilitators and Guest Lecturers

This module provides an introduction to International Business, business analysis and teamwork in support of your participation in an international business consulting project working in Global Virtual Teams (GVTs) with peers from around the world. Your skills in international collaboration and business consulting are developed through academic work and practical activity. The core of the module is experiential learning

Learning Outcomes

By the end of this module, students will

1. Understand the challenges and learn the best practices of international collaboration
2. Apply the knowledge and skills of international collaboration to practice
3. Analyze and evaluate the effectiveness of different international team collaboration and coordination strategies
4. Working in a Global Virtual Team, create and develop a solution to an international business challenge
5. Understand the personal implications of effective international collaboration
6. Understand the social implications of effective international collaboration
7. Know how to learn more about effective international collaboration

Assessment

- Weekly progress reports (20%)
- Peer evaluations (20%)
- Team Project (40%)
- Reflection on Learning (20%)

Reading List

International Business (open textbook) <https://open.umn.edu/opentextbooks/textbooks/72>

CultureWizard 2016 report on Global Virtual teams

(http://cdn.culturewizard.com/PDF/Trends_in_VT_Report_4-17-2016.pdf)

Stroh, L. K., & Johnson, H. H. (2006). *The basic principles of effective consulting*. Psychology Press.

MS802 Information Systems Strategy and Innovation

(Business Information Systems)

ECTS Weighting: 5

Timing: Weeks 1 to 12, Semester 2

Module Coordinator: Dr Lorraine Morgan

Contributors: BIS lecturers and visiting industry speakers

Information Systems Strategy and Innovation is an advanced second Semester module. The objective of this course is to provide students with an in-depth understanding of the theory of IS Strategy and Innovation in an applied context using case studies. The topics covered include the fundamentals of Innovation, Strategic IS & Planning, Value Creation with IS, Value Frameworks, Formulating an IS Innovation Strategy, Emerging Issues in IS Strategy and Innovation, Collaboration for Innovation (Lean Startup, Open Innovation, Crowdsourcing, Business Model Canvas), Design Thinking, and Business Analytics. The module will feature guest lectures balancing the focus between industry and research.

Learning Outcomes

By the end of this module, students will

1. Understand the relationship between IS Strategy and IS Innovation, as well as how strategy and innovation practices are selected and evaluated.
2. Describe the concept of value from an IS perspective including value creation, value capture, value frameworks and value sustainability
3. Understand and assess how the business model concept is used as a platform for IS Strategy and IS Innovation.
4. Examine the contribution Design Thinking makes to innovation and innovation management.
5. Apply and evaluate the use of visualisation tools in the context of IS Strategy and IS Innovation.

Assessment

- Continuous Assessment (40%)
- Examination (60%)

Reading List

Schmarzo, B. (2015). *Driving Business Strategies with Data Science: Big Data MBA*, Wiley.

Piccoli, G. (2012). *Information Systems for Managers: Texts and Cases*; 2nd Edition.

Schilling, M. A. (2012). *Strategic Management of Technological Innovation*, McGraw-Hill. 4th Edition. *Journal articles and online resources will be recommended throughout.*

MK566 Strategic Brand Management

(Marketing)

ECTS Weighting: 5

Timing: Weeks 1 to 12, Semester 2

Module Coordinator: Dr Elaine Wallace

Contributors: Dr Elaine Wallace

This course examines branding strategies from the theoretical perspective of Customer Based Brand Equity (CBBE). The CBBE concept asserts that the value of the brand resides in the mind of the consumer. The course examines the methods used to develop and enhance CBBE, it suggests measures of consumer mindset, and it presents tools to build and sustain successful brands over time.

Learning Outcomes

Upon completion of this module, students will have achieved the following:

Knowledge based outcomes:

1. An understanding of the consumer based brand equity concept.
2. An understanding of brand elements, brand positioning and the role of brand values in creating a compelling brand message.
3. An insight into the contribution of marketing programmes to brand equity.
4. A greater awareness of the relationship between marketing communications and brand building.
5. An ability to recommend an appropriate research method to capture customer mindset.
6. An insight into brand strategies, managing brand portfolios, and leveraging strong brands over time.

Skills based outcomes:

1. An insight into contemporary issues in branding theory.
2. An understanding of the requirements of writing and referencing a report for assessment, and presenting key points in a concise way.
3. Greater experience in presentation skills, including audiovisual media and oral presentation.

Assessment

- Brand Project (40%)
- Written examination (60%)

Reading List

Keller, Apéria and Georgson (2011); *Strategic Brand Management: A European Perspective (Second Edition)* Journal articles and online resources will be recommended throughout.

PS6164 Tools and Insights from Industry

ECTS Weighting: 10

Timing: Weeks 2 to 10, Semester 1; Weeks 2 to 10, Semester 2

Module Coordinator: Dr Denis O'Hora

Contributors: Dr Denis O'Hora, industry speakers

Through our collaborations with local and international industry, this module provides up-to-the-minute insights from industry professionals. This module also introduces a variety of in-house tools employed by our industry partners to enhance the fit of our graduates.

Learning Outcomes

By the end of this module, students will

1. Demonstrate familiarity with a number of current industry tools
2. Reflect on insights from industry professionals
3. Articulate the degree to which they will incorporate novel insights into their practice

Assessment

- 3 Short Reflections (3 x 10%)
- Capstone reflection assignment (70%)

Reading List

Kardes, F. R., Herr, P. M., & Schwarz, N. (Eds.). (2019). *Handbook of research methods in consumer psychology*. Routledge.

Journal articles and online resources will be recommended throughout.

PS6167 Measuring Consumer Behaviour and Engagement

ECTS Weighting: 10

Timing: Weeks 1 to 12, Semester 1; Weeks 1 to 9, Semester 2

Module Coordinator: Dr Denis O'Hora

Contributors: Dr Denis O'Hora, technical experts

This module trains students in a variety of methods of data collection from customers. These include how to conduct focus groups for user research, how to collect eye movement data from users accessing websites, how to use SQL queries and other enterprise packages to derive insights from past customer interactions, how to use google analytics to assess website engagement and how to access data using the major digital advertising platforms.

Learning Outcomes

By the end of this module, students will

1. Construct experiments to test hypotheses concerning customer motivation, engagement and behaviour
2. Acquire novel data from customers through surveys, focus groups or behavioural experiments
3. Evaluate data from a variety of sources to make appropriate industry recommendations
4. Garner data from typical industry records of customer interactions

Assessment

- 3 project reports (30%, 30%, 40%)

Reading List

Kardes, F. R., Herr, P. M., & Schwarz, N. (Eds.). (2019). *Handbook of research methods in consumer psychology*. Routledge.

Journal articles and online resources will be recommended throughout.

PS6168 Work-Based Project

ECTS Weighting: 30

Timing: Year Long

Module Coordinator: Dr Denis O'Hora

Contributors: Dr Denis O'Hora, Project Supervisors, Industry Contacts

The work-based project is the capstone of the MSc in Consumer Psychology. In this project, you will have the opportunity to demonstrate your full depth and breadth of skills, integrating all your learning across the whole programme. The goal of the MSc in Consumer Psychology is to train you in high value commercial skills to gather, interpret and analyse data and to use psychological theory to inform these processes. This project will assess how you have developed in this programme. A separate handbook provides more detail on the project.

Learning Outcomes

The learning outcomes of the work-based project are as follows:

1. Critical appreciation of psychological theory relevant to consumers
2. Expertise in data collection, management, analysis and communication
3. Nuanced awareness of the constraints of context
4. Confidence and competence in identifying and requesting support
5. Capable of and committed to positive long-term societal, cultural and environmental impact

Assessment

Team Outputs

- Literature review and project 'pitch' (15%)
- Poster on the experiment for the Consumer Psychology Research Day (15%)
- Project report (30%)

Individual Outputs

- Psychology journal article related to the topic (40%)

Reading List

Journal articles and online resources will be recommended by the project supervisors and industry contacts.

Submitting Your Work

As well as written examinations, students will be assessed on the basis of submitted work with respect to certain modules. Submitted work will include assignments set by lecturers. Please take note of the following regulations.

1. Submission arrangements. With regard to continuously assessed work (e.g., essays), all materials for examination should be submitted in two ways: (1) submitted electronically, via the Blackboard Turnitin facility and (2) a paper copy should be submitted into the School's Assignment/Project Deposit Box at the School of Psychology Office, unless alternative arrangements are in place. Students will be notified of such alternatives where relevant.

2. Copies. You are requested to keep a copy of all submitted work. In the unlikely event that a submitted piece of work is misplaced or that a dispute emerges as to whether or not a piece of work was originally submitted, the student will be responsible for supplying the School with a copy of the submission on request.

3. Late Submission of Course Work/Assignments. All work submitted late will attract a reduced mark, except in particularly extenuating circumstances. The School has decided upon a uniform deduction of 10% of marks per day overdue. This system is intended to ensure that students who meet deadlines are not disadvantaged by fellow students being allowed to submit work late. Accordingly, the system is not intended to disadvantage students who encounter genuinely problematic circumstances that interfere with their ability to meet deadlines. Should students experience such circumstances, they are requested to notify the School at the earliest possible opportunity (e.g., in advance if possible) so that a fair allowance can be made. If a student is unable to meet a deadline as the result of an illness, an allowance can normally be made so long as medical certification can be produced.

4. Plagiarism. *Plagiarism* refers to the presentation of someone else's work as your own. It can refer to the copying of someone else's work, the adaptation of it for a different purpose, or to the close paraphrasing of it.

Plagiarism goes against the spirit of university education, and to a great extent defeats its purpose. Plagiarising other people's work does not entail true learning, as the information you read and transcribe is processed by you at a cognitively superficial level. Therefore, in a case

of plagiarism, the offender is depriving themselves of valuable opportunities to exploit the challenges of a learning environment. Given that most learning is transferable, the offender may also find that their ability to perform well in other assignments is not helped – or indeed is somewhat undermined – by their plagiarism. On the other hand, when an assignment is conducted honestly, it generates useful associations and thought processes that impinge positively on the student's ability to perform well across a range of areas of study, as well as in the area in which the assignment is based.

In order that conscientious students receive fair marks for work conducted honestly, plagiarism is treated as an extremely serious academic offence (equivalent to cheating in an examination hall). Everything you submit in written form should be your own work, written in your own choice of words. If you wish to refer to the work of another author, you must credit him or her in your text. Otherwise, text copied from other sources – even in small amounts – is completely prohibited. This applies to all written work that you present for your course. It includes the copying of published texts, text downloaded from the Internet, course notes, and the work of other students (or other people generally).

Please note that the 'Turnitin' facility on Blackboard assesses all submissions for degree of plagiarism and unacceptable levels of plagiarism will result in the severest penalties, which depending on the circumstances may include a formal warning, a mark of zero being awarded to your work or your case may be referred to a committee for further investigation. Further information is available at <http://www.nuigalway.ie/plagiarism/>

Assessment

1. **Grade bands.** For the MSc in Consumer Psychology, grades will be based on the following bands:

Percentage	Honours band
70–100	First class honours
60–69	Second class honours, Grade one
50–59	Second class honours, Grade two
40–49	Pass
0–39	Fail

2. **Checks and Appeals.** At the end of the year, after official University transcripts of results have been issued, students are entitled to seek ‘checks’ or ‘appeals’ of their results. Checks and appeals involve payment of an administrative fee, and are subject to formal University procedures operated through the Examinations Office. Further details are available at <http://www.nuigalway.ie/exams/appeals.html>.

3. **Resits/Deferrals.** Should the need arise for a student to sit a repeat paper or a deferred written examination, this must be scheduled to occur after the full examination cycle for the programme has elapsed. As the MSc in Consumer Psychology runs through the Summer Term, the full examination cycle does not elapse until after the examination of Dissertations in August/September.

NOTE: The information presented above is for guidance only. Students are referred to the University’s *General Calendar* for information on regulations regarding University courses.

Other Important Information

Attendance

As all lectures and seminars for all modules involve developing knowledge and skills in the research and practice of consumer psychology, attendance is a course requirement. Students not attending lectures and seminars for a given module will not have the opportunity or be able to achieve key learning outcomes and this may affect the grade awarded for that module. If you cannot attend for some reason, we would ask you to notify the relevant module leader.

Student Liaison with Industry Contacts

The MSc in Consumer Psychology provides considerable opportunities to connect with industry contacts. You will be encouraged to engage with these professionals to develop your network and your understanding of commercial and noncommercial organizations. When you interact with industry contacts, *you must always do so with integrity and in a professional and courteous manner*. Remember that you are representing the programme and the university in these interactions. If an interaction with an industry contact does not go well, contact the programme coordinator immediately.

Computer Facilities.

All students may register without charge with the University's Computer Services. In this way they are given access to a number of PC LAN rooms and the University's mainframe computers. The school will also provide access to experimental software in the school PC room throughout the year. Students will have access to these PCs for project and assignment work.

The University of Galway Student Psychological Society.

The University of Galway Student Psychological Society was established to promote the learning and enjoyment of psychology in the university. In order to become a member of the Society and to receive the regular updates sent out by the Society, students are requested to register at the University of Galway Societies' Office, submitting their name, e-mail address, identification number and phone number to that office. <http://www.socs.nuigalway.ie/society-profiles/view77>

If you have a problem ...

If you have a query or concern regarding an element of the course, we would ask you to speak with the relevant module co-ordinator in the first instance. Thereafter, the Programme Director and Course Coordinator are available if you have any queries or concerns. The Head of the School of Psychology, Dr Pádraig MacNeela, is also available to you if you have concerns which cannot be dealt with by the Programme Director.

Data security and GDPR legal requirements

When disseminating research findings from research that includes human participants (e.g. in a talk, poster, student assignment, student Dissertation or article), please note that it is **critically important that students do not include any information that may identify research participants**, including Study ID's or data on a single participant. Research must be disseminated strictly in an anonymised group based fashion only, except where explicit permission is given by a module coordinator. This is a European Union legal requirement of General Data Protection Regulation (GDPR).

Related to this issue, any dissemination of research findings on any type of project (e.g. in a talk, poster or article) may only occur with **explicit approval from all researchers involved in the research project, and the Principal Investigator for the research project**, all of whom must be given a minimum of two weeks advanced notice to approve dissemination.