

COURSE DESCRIPTION

Title:	Behavioral Marketing	Compulsory	<input type="checkbox"/>
		Elective	<input checked="" type="checkbox"/>
Lecturer:	Andreas Drichoutis, Professor at AUA	Winter	<input type="checkbox"/>
	Achilleas Vassilopoulos, Assistant Professor at AUA	Spring	<input checked="" type="checkbox"/>

COURSE GOALS

The course is an introduction to the basic behavioral biases, as well as the ways they can contribute to the design of increased added value products and the improvement of the marketing strategy. In particular, the course material aims to introduce students to the basic concepts of behavioral pricing of food and agricultural products, to basic marketing strategies of agricultural businesses that include futures markets, pricing strategies of agricultural businesses as well as the basic principles of neuromarketing

COURSE CONTENTS

<i>Unit</i>	<i>Hours</i>
1. PRICING POLICIES	~9
2. PRICING IN AGRICULTURAL PRODUCT MARKETS	~6
3. NEURO-MARKETING OF FOOD PRODUCTS	~3
4. WHAT IS BEHAVIORAL ECONOMICS AND WHY DOES IT MATTER FOR MARKETING?	~3
5. ANALYSIS OF THE DECISION-MAKING FRAMEWORK - DETERMINANTS OF DECISION-MAKING FACTORS	~3
6. CONCEPTS RELATED TO CHOICE ARCHITECTURE (CHOICE OVERLOAD, DEFAULT OPTIONS, FRICTIONS, SALIENT FEATURES)	~4
7. CONCEPTS RELATED TO PRICE AND PRODUCT PERCEPTION (FAIRNESS, MIDPOINT SELECTION, ANCHORING, THE POWER OF FREE AND COUNTER-BIAS)	~4

TEACHING METHOD

HOURS

Taught	24
Seminar	No of indiv. assignments
Collaboration with lecturer	
Laboratory	12
	No of group assignments
TOTAL:	

EXAMINATION

Weight

Written exam	100%
Orals	
Individual assignments	
Group assignments	
TOTAL:	100%

BIBLIOGRAPHY

NOTES