Anlage: Modulmaske für kompetenzorientierte Modulbeschreibungen (Englisch)

Module title	Psychological Approaches to Behavior Change for Social Good
Module number	[will be assigned by the Examinations Office; numbers already assigned must be left in the module description or indicated correspondingly].
Level of qualification	Master
Degree program hosting the module	Business & Psychology M.Sc.
Institutional anchoring	Wirtschaftswissenschaftliche Fakultät Ingolstadt
Subjects involved	ABWL und Marktpsychologie
Module coordinator	Prof. Dr. Victoria-Sophie Osburg
Module examiner	Prof. Dr. Victoria-Sophie Osburg
Credit points (ECTS)	5
Learning outcomes	Upon completing this course, students will be able to apply various psychological principles and theories to promote behavior change for social good. They will be able to analyze and compare different psychological tools and techniques, selecting the most effective ones for behavior change campaigns. Students will also be able to critically evaluate existing behavior change campaigns, identifying their strengths, weaknesses, and areas for improvement. Additionally, students will be able to create and report their own comprehensive behavior change campaign based on the theoretical foundations discussed in class. They will also be able to critically reflect on their work, deriving implications for future improvement.
Contents/topics	The course combines theoretical knowledge with practical applications, case studies, and hands-on experience in developing and implementing behavior change campaigns for social good. We will review the foundational principles for creating a successful campaign aimed at behavior change, focusing on psychological tools and techniques, as well as the structural and planning aspects of such campaigns. Additionally, we will examine a variety of existing campaigns and critically reflect on them by understanding the underlying psychological mechanisms involved. Most importantly, students will form small groups to develop and ultimately execute a behavior change campaign for social good. This project will be guided by a thorough consideration of appropriate psychological tools and techniques.
Formal requirements for participation	not applicable
Recommended requirements for participation:	not applicable

Teaching and examination language	English
Teaching and learning methods/course types	Theoretical input sessions Case study discussions Group project
ECTS awarding criteria	Performance record assessed with at least "sufficient": Portfolio or written exam or oral exam The mode of examination will be announced at the beginning of the course
Workload / distribution of ECTS credits	56 h = Attendance of seminar sessions 30 h = Self-study pre and post seminar sessions 34 h = Project development 30 h = Assignment preparations 150 h = Total workload
Module grade	Portfolio (Presentation of the campaign and campaign evaluation and development paper) – 100% Or written exam (multiple choice and open questions) – 100% Or oral exam (15 min) – 100%
Applicability to other degree programs/course admittance	not applicable
Course rotation	Summer semester
Remarks	Course materials, including essential readings, will be available online. An important component of this course is a collaborative group project, which requires active participation and equal contribution from all group members. Your commitment to the group work is crucial for successful completion of tasks and assessments. Regular attendance and engagement in class activities are therefore highly recommended.