

Anlage: Modulmaske für kompetenzorientierte Modulbeschreibungen (Englisch)

Module title	The Psychology of Sustainable Luxury Consumption
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	<p>Upon completing this course, students will be able to analyze the compatibility between sustainability and luxury across various domains from a psychological perspective. They will be able to synthesize research findings to present a comprehensive understanding of how sustainability and luxury can coexist in different fields.</p> <p>Students will be able to select and apply psychological theories and principles to develop effective advertising strategies for sustainable luxury products or services. They will be able to design campaigns that successfully communicate both the sustainability and luxury aspects of a product or service.</p>
Contents/topics	<p>This course integrates theoretical knowledge with practical applications, case studies, and exercises focused on understanding and promoting sustainable luxury consumption. We will explore foundational principles of sustainability and luxury, emphasizing the psychological constructs and mechanisms that influence consumer perceptions and behaviors in this unique context.</p> <p>Additionally, we will examine various existing sustainable luxury initiatives across different industries, critically reflecting on them to understand the underlying psychological mechanisms at play.</p> <p>Students will work in small groups to develop and present a project on the compatibility of sustainability and luxury in a specific area. This project will be guided by a thorough consideration of relevant psychological theories, tools, and techniques. Moreover, students will create a campaign for a sustainable luxury product or service, applying the knowledge gained throughout the course.</p>
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 Group discussions Interactive workshops Case study discussions
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	28 h = Attendance of seminar sessions 32 h = Self-study pre and post seminar sessions 45 h = Project work 45 h = Assignment preparations 150 h = Total workload
Module grade	Portfolio (Presentation of sustainability-luxury-compatibility and sustainable luxury advertising project submission) – 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.