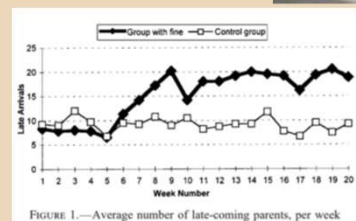


# Major-Minor in Economic Psychology

As an economic psychologist, you study incentives of human behavior with a particular emphasis on the interplay between social (e.g., norms) and financial incentives (fines, prices, discounts). You will develop a clear understanding of what drives people's decisions in financial domains like consumer behavior, savings, and paying taxes. You also learn about the influence of emotions on decisions, risk perception and risky decisions, inequality and poverty, the role of trust and fairness in financial decisions or how to design behavioral change interventions.



## Courses Economic Psychology

### Economic Psychology

#### Block 2

6 ECTS

In this course you learn you learn about the differences between theories in economics and psychology and when and why theories assuming rationality fail descriptively.

### Attitudes and Persuasion

#### Block 3

6 ECTS

This course you learn about the differences between theories in economics and psychology and when and why theories assuming rationality fail descriptively.

### Consumer Behavior

#### Block 4

6 ECTS

In this course you will learn about sustainability and consumer decisions and how psychological processes sometimes lead consumers to make choices that appear to be irrational or biased.

### Behavioral Change

#### Block 1

6 ECTS – Only Major

This course provides you with practical skills how to apply knowledge from economic psychology to solve concrete societal and organizational problems.

 = minor

 +  = major

## Subsequent Master's programs

- Economic Psychology (SP)
- Work and Organizational Psychology (SP)
- Research Master in Social and Behavioral Sciences
- Research Master Individual Differences and Assessment
- Double Degree Cross-Cultural Economic Psychology at TiU and University of Osnabrück (Germany)
- **NEW starting 2025/2026:**  
Positive Psychology and Well-being (SP)

## Career perspectives

