

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 tax-payments.

Example Topics

- When do sanctions undermine trust in institutions?
- Why do discounts sometimes decrease sales?
- How does poverty affect people's decisions?

Example of Key Study

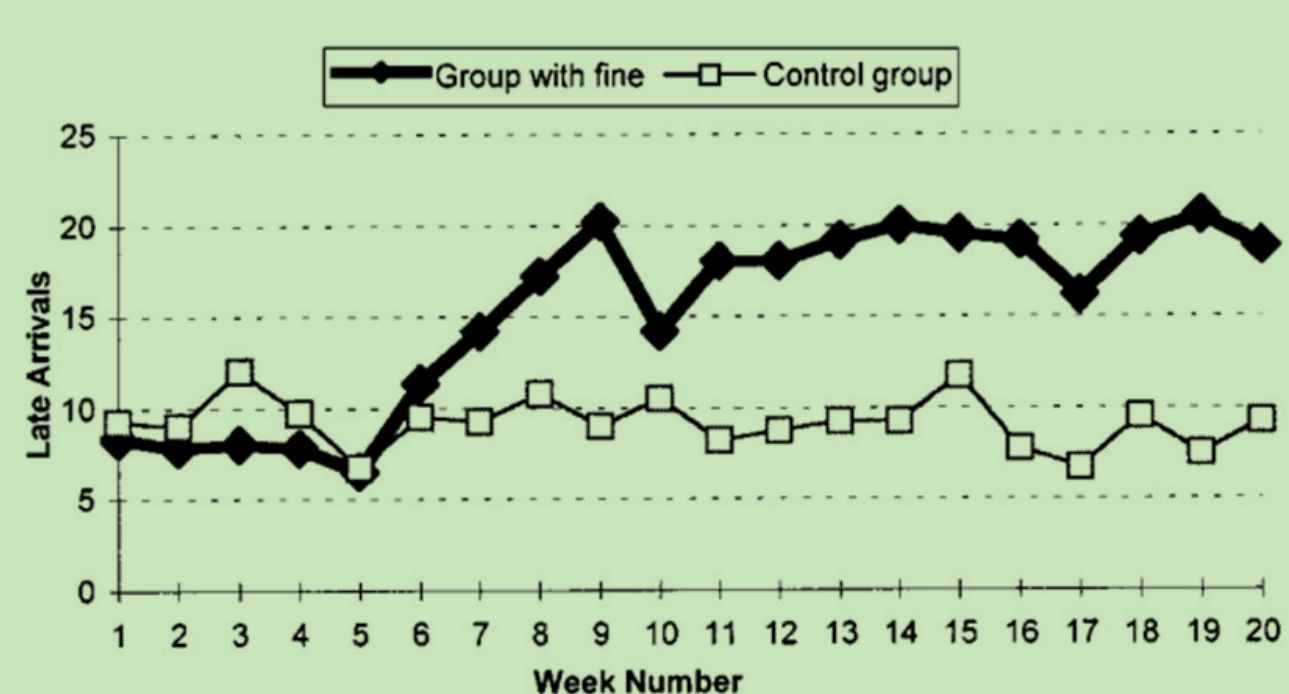


FIGURE 1.—Average number of late-coming parents, per week



Courses Economic Psychology

Block 1

Behavioral Change - 6 ECTS (only Major!): This course introduces experimental and applied approaches to behavioral change, with a particular focus on “nudging”. You will acquire the skills to design behavioral intervention programs, applying your skills and knowledge to new contexts.

Block 2

Economic Psychology – 6 ECTS: This course investigates the psychological and economic processes underlying individual and social decision-making. You will develop an understanding of the differences between major theories and research practices in economics and psychology and explore how the findings from psychology and economics can be applied to improve public policy and real-life decision-making.

Block 3

Attitudes and Advertisement – 6 ECTS: Attitudes are central to understand relationships, prejudice, consumer- and health-behavior, nationalism, public opinions, and values regarding societal issues like sustainability, equality, and materialism. Whether we call it propaganda, indoctrination, opinion formation, public education, persuasion, promotion, marketing, or more general, influence. Many institutions have had stakes in developing an understanding of how people form attitudes and how to change them.

Block 4

Consumer Behavior – 6 ECTS: This course provides an introduction to consumer behavior from a psychological perspective. The primary goal of the course is to investigate how people make their choices and respond to marketing campaigns and government policies.

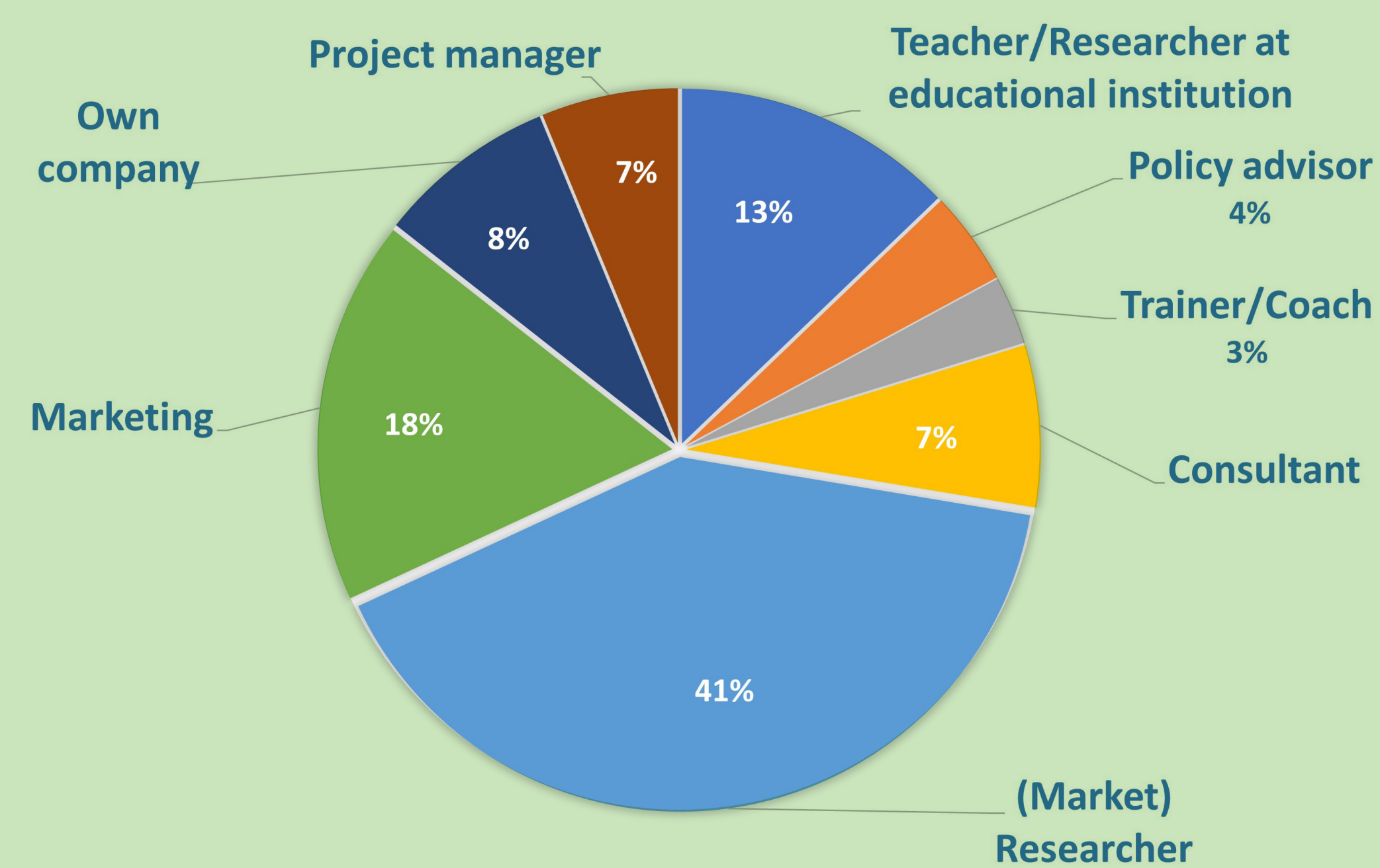
Subsequent Master's programs

A major or minor in Economic Psychology gives access to the following Master's programs of Tilburg University:

- MSc Economic Psychology
- MSc Work and Organizational Psychology
- Research Master in Social and Behavioral Sciences
- Research Master in Psychology: Individual Differences and Assessment
- Double degree in Cross-Cultural Economic Psychology at Tilburg University and University of Osnabrück (Osnabrück, Germany)

Career Prospects

As a graduate you can work in positions at an academic level in research, communication, marketing, financial services, advertising, policy, and consulting in private, semi-private, or governmental organizations. You will be able to conduct theoretical and applied research in the areas of social and economic psychology. You will also be able to develop tools and interventions to solve practical problems and to study their effectiveness.



Recent jobs of Economic Psychology graduates (LinkedIn)

- Brand Manager at McDonald's Nederland
- Director Marketing & Business Innovation Europe
- Android Developer at Blendle
- Global Digital Marketing and Media Manager at Chiquita
- Adviseur Marktwerking at Rabobank
- Category Manager at Unilever
- Marketing Communications Expert
- Konica Minolta Business Solutions Nederland BV

More information:

www.tilburguniversity.edu/bachelor/ep