

# WELL-BEING PRINCIPLES FOR BETTER MARKETING AND CONSUMPTION

Professor

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**June 20 – June 30**

**Monday-Friday** (6:30 am – 9:30 am)

**Saturday** (9:00 am – 12:00 m)

**ONLINE AM**

## DESCRIPTION

This course is aimed at providing students with scientific knowledge on well-being and how consumption & marketing impact well-being positively or negatively. The course aims to answer 3 questions: 1) what factors contribute to human well-being? 2) how does consumption impact our well-being as consumers? 3) how can marketing become a catalyst for individual and social well-being? The purpose of this course is to equip students with fundamental concepts of well-being drawn from current scientific sources and our current scientific knowledge on the impact of consumption and marketing on well-being. Students should then be able to apply this knowledge in their personal and professional lives as marketers, enhance their self-understanding as consumers, and broaden their perceptions of how marketing can contribute to better individual and social outcomes. This course aims to impact students through empowering them to understand how their own behavior as consumers affects their well-being in order improve their life, and also by enabling them to apply this knowledge as future marketers.

## OBJECTIVES

- To understand the fundamental concepts of well-being.
- To understand what contributes to well-being and its effects.
- To learn the latest scientific knowledge of how consumption & marketing impact well-being.
- To enhance students' own well-being by learning how to make better consumption choices.

## METHODOLOGY

The course unit aims are achieved through covering theoretical frameworks and knowledge regarding well-being by the instructor through lectures, closely matched by relevant in- & pre- class practices and exercises. The course unit aims are further achieved through practical application of the content and skills by students through group work, in which they will make recommendations for a brand of their choice on how it can increase the well-being of its consumers, based on scientific papers readings. A variety of teaching and learning methods will be used in this course: lectures, educational videos, in-class exercises and other experiential learning exercises, as well as presentations of group work.

## EVALUATION

- Group project
- Final exam

## PRE-REQUISITES

N/A