



6.00 credits

60.0 h

Q1

Teacher(s)	Corneille Olivier ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	15%: "t" presentation 35%: "T" presentation 50%: Written exam (open-ended questions)
Teaching methods	Lectures, preparation and presentation of articles in pairs ("t"), preparation and presentation of a team work ("T")
Content	Behavior change: Systems and individuals. The legitimacy of behavior change Expected utility, paradox of choice, and market fragmentation. Randomized controlled trials The bounded rationality of behavior: focus on eating behavior. Nudging: definition, scope and limits. Nudging: illustrations Theory of planned behavior and intention implementation Implicit determinants of behavior
Inline resources	Moodle
Bibliography	Lee, Nancy R., & Kotler, Philip (2011). <i>Social marketing: Influencing behaviors for good</i> (4th edition). Thousand Oaks, CA, US: Sage Publications Wilson, T. D. (2011). <i>Redirect: Changing the stories we live by</i> . Hachette UK. Nombreux articles déposés sur Moodle
Other infos	The course is mandatory for students in the Social Option and is open to students in the Master degree in Human Resources Management. No prerequisite is required for the course. However, those who have not taken LSPS1313: Attitude Change and Social Influence, will want to consult the following book: Olivier Corneille (2010). <i>Nos préférences sous influence</i> . Bruxelles: Mardaga
Faculty or entity in charge	EPSY

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Psychology	PSY2M	6		
Master [120] in Public Administration	ADPU2M	6		
Master [120] in Human Resources Management [Réforme 2024-25]	GRH2M	5		