This course focuses on the theories and methods relevant to deeper understanding of the role of cognition and emotion on consumer behavior (CB) research. It is designed to foster critical and original thinking on the relevant and recent literature. Cognition and emotion affect CB in a multitude of ways, and their interactions are also complex. The primary purposes of this course are:

1. To present the fundamental and contemporary theoretical perspectives of cognition and emotion in CB.
2. To provide a solid basis for the student to critically evaluate the scientific literature in the area of cognition and emotion in CB.
3. To enable students to develop their own ideas about an original research topic, as well as their ability to implement theoretical and empirical research on the underlying mechanisms that explain consumers´ responses.

**OBJETIVOS DA DISCIPLINA**

Os objetivos de aprendizagem da disciplina estão apresentados na tabela abaixo, demonstrando como os mesmos contribuem para os objetivos do CMCDAE.

<table>
<thead>
<tr>
<th>Objetivos do CMCDAE</th>
<th>Objetivos da disciplina. By the end of the course students will be able:</th>
<th>Grau de contribuição</th>
</tr>
</thead>
<tbody>
<tr>
<td>Métodos qualitativos de pesquisa</td>
<td>Understand basic concepts on data analysis, such as ANOVA and logit.</td>
<td>● ○ ○</td>
</tr>
<tr>
<td>Métodos quantitativos de pesquisa</td>
<td>Critically analyse the literature on cognition and emotion applied to CB.</td>
<td>● ● ●</td>
</tr>
<tr>
<td>Conhecimento do tema de pesquisa/teoria</td>
<td>Run datasets of real data of research that is reviewed for publications in relevant journals.</td>
<td>● ● ○</td>
</tr>
<tr>
<td>Procedimentos de pesquisa</td>
<td>To develop a research project using the theoretical framework covered in the course, with rigor and relevance approach as seen in the course material.</td>
<td>● ● ●</td>
</tr>
<tr>
<td>Relevância e inovação em pesquisa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elaboração de artigos</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outros objetivos da disciplina: ---</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Students should have an understanding of experimental design and data analysis. Guidelines will be provided in class, but additional reading based on the suggested literature is recommended.

CONTEÚDO/METODOLOGIA

1. Introduction to Cognition & Emotion in Consumer Behavior
2. Priming in experimental psychology
3. Unconscious cognition – implicit learning and memory
4. Specific Emotions: Envy
5. Imagery
6. Heuristics and Risk
7. Evolutionary perspectives on Cognition & Emotion

CRITÉRIO DE AVALIAÇÃO

1. **Two exercises using SPSS or any other software** (individual or pairs) .................................................................................................................. (30%) Guidelines and dataset will be provided during the class.

2. **Critique (individual or pairs)** .............................................................. (20%) In one page, write 3 strengths and at least 3 weaknesses of the specified paper (explain your points)

3. **Participation and presentations (individual)** ....................................... (20%) Students will present and discuss papers in class without previous allocation (but I will provide 10min in class for revision)

4. **Research Project (individual or pairs)** ....................................................... (30%) The research project has to be empirical (not theoretical) and must cover a topic related to cognition and/or emotion in CB, using any research method. You do not need to collect data, but your project must be in a stage that is ready to data collection. Include the following topics:

**Content:**

1. **Introduction**
   A. Theme (introduce the topic to the reader, position your paper, which gap it intends to fulfill)
   B. Justify your theme (present up-to-date data; show the importance of the study)
   C. Research problem and/or general and specific objectives

2. **Theoretical frame of reference / Literature Review**
   A. Theory on each variable (precise definitions, preferably from more than one author)
   B. Hypotheses, with theoretical background (in the case of a quantitative project)

3. **Method**
   A. Data collection
C. Data analysis

4. Final Remarks (possible limitations and future research)

5. References (according to APA)

6. Appendix
   A. Questionnaire and/or interview protocol

**Format**

Paper A4 (margins: top - 3cm; bottom - 2cm; right - 2cm; left - 3cm)

Times New Roman Type 12

Spacing: 1.5

Number of pages: minimum 8, maximum 12, including illustrations and references (but not the appendix)

Content of the first page: Title, student's name, beginning of the text itself.

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**BIBLIOGRAFIA (BÁSICA E COMPLEMENTAR)**

**Books**


**Articles**


**Additional**


<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reference</th>
</tr>
</thead>
</table>
| 1     | 7 Aug. Introduction to Cognition & Emotion | 1. **Handbook of Cognition and Emotion** (Chapter 1)  
### August

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
<th>Reading Material</th>
<th>Notes</th>
</tr>
</thead>
</table>
| 28   | Specific Emotion: Envy | 1. *Handbook of Consumer Psychology* (Chapter 11) The nature and role of affect in consumer behavior  

### September

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
<th>Reading Material</th>
<th>Notes</th>
</tr>
</thead>
</table>
| 4    | Imagery    | 1. *Handbook of Consumer Psychology* (Chapter 19) Evoking the imagination as a strategy of influence  
| 11   | Heuristics and Risk | 1. *Handbook of Consumer Psychology* (Chapter 23 and 39)  
| 25   | Final Exam |  | Oral presentation of final projects |

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**CV DO PROFESSOR**

Lattes: [http://buscatextual.cnpq.br/buscatextual/visualizacv.do?id=k4784670t7](http://buscatextual.cnpq.br/buscatextual/visualizacv.do?id=k4784670t7)

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**ÉTICA NO RELACIONAMENTO PROFESSOR/ALUNO**

- Punctuality.
- Due preparation for the lectures.
- The fulfillment of the tasks given within the relevant deadlines.
- The honest undertaking of all activities.
- Mutual respect.

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**CONTATO**

Appointment should be made by email: delane.botelho@fgv.br. I welcome students to discuss theory & method in my office: Rua Itapeva, 474 9th floor, Marketing Department (MCD).