



## COURSE SYLLABUS

# WELLBEING PRINCIPLES FOR BETTER MARKETING & CONSUMPTION

Professor

**Sofia Kousi**

Nova School of Business and  
Economics (Portugal)



sofia.kousi@novasbe.pt

### SHORT BIOGRAPHY

Sofia Kousi is an Assistant Professor of Marketing at Nova SBE with expertise in branding and consumer wellbeing. Her work has been published in academic journals such as Psychology & Marketing, The Service Industries Journal, and Electronic Commerce Research, and featured in Harvard Deusto Business Review, Marketeer, Público and Polígrafo. At Nova SBE she has developed a course on marketing & consumer wellbeing, covering the foundations of positive psychology as they relate to consumption and marketing practices. Sofia teaches brand management courses, and has developed an advanced brand strategy course focusing on new brand creation, in collaboration with startups from the Nova SBE Hadad Entrepreneurship Institute and Patient Innovation. She is a visiting professor at Copenhagen Business School and Los Andes University.

Before joining Nova SBE she was a category brand manager at Pepsico, as well as a brand strategist and researcher at Interbrand and ACNielsen, working with global clients like Kodak Professional, ING, Reckitt Benckiser, Prozac, Jameson, Petrobras, and more. She received her Ph.D. from Athens University of Economics and Business. Sofia holds an MBA from NYU Stern School of Business, and a BS from the Wharton School.

## INTRODUCTION/COURSE DESCRIPTION

This course is aimed at providing students with scientific knowledge on wellbeing and how consumption & marketing impact wellbeing positively or negatively. The course aims to answer 3 questions: 1) what factors contribute to human wellbeing? 2) how does consumption impact our well-being as consumers? 3) how can marketing become a catalyst for individual and social wellbeing?

The purpose of this course is to equip students with fundamental concepts of wellbeing drawn from current scientific sources and our current scientific knowledge on the impact of consumption and marketing on wellbeing. 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 wellbeing in order to improve their life, and also by enabling them to apply this knowledge as future marketers.

## COURSE OBJECTIVES

Upon completion of this course, students should demonstrate the following in terms of:

- Knowledge and Understanding
  - Understand the fundamental concepts of wellbeing
  - Understand what contributes to wellbeing and its effects
  - Learn the latest scientific knowledge of how consumption & marketing impact wellbeing
- Subject-specific Skills
  - Enhance their own wellbeing by learning how to make better consumption choices
  - Designing wellbeing-promoting marketing strategies (marketing mix decisions)
- General Skills
  - Literature Review
  - Communication (written, verbal)
  - Teamwork

## COURSE METHODOLOGY

The course unit aims are achieved through covering theoretical frameworks and knowledge regarding wellbeing by the instructor through lectures, closely matched by relevant in-class & 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 provide recommendations for a brand of their choice, based on the findings of an academic paper they will analyze.

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 on group work.

## EVALUATION SYSTEM

40%	Group project
20%	Pre-class & in-class activities (individual)
40%	Final exam (individual)

## REQUIRED BIBLIOGRAPHY

No purchase of textbook will be required. Lecture slides will be provided. Relevant academic papers will be recommended at the end of each session for optional further reading. These can be accessed through the university's library website.

## COURSE PREREQUISITES

Introduction to Marketing, or other relevant course (e.g. consumer behavior)