What are we talking about when we talk about ... Economic & Consumer Psychology?

Standing on the shoulders of giants
What are we talking about when we talk about …

ECP at Leiden University?

Knowledge and Skills

Science-based practitioner for the private and public sector

- Emotions and consumer behavior
- Persuasion and influencing choices
- Selling and Advertising in marketing
- Economic decision making
- Applied data-analysis
- Elective course
Knowledge and Skills
• Company analysis
• Media and communication strategy
• Marketing concept
• Data analysis
• Writing and presenting

Master’s program
• Emotions & (ir)rationality (5 EC)
• Media & Communication (5 EC)
• Selling & Advertising (5 EC)
• Applied Data analysis (5 EC)
• Elective course (5 EC)

Master’s program
• Psy. of economic behaviour (5 EC)
• Master Thesis (MSc.) (20 EC)
• Internship (10 EC)

MSc. Thesis
• Temptations and consumption
• Pre-filled tax forms
• Curiosity
• Trash in the park
• Cooperation
• Charity
• Negotiations about money
• Financial stress and consumer choices
**Internship**

*Life during and after … ECP at Leiden University*

**Completion of the program**

<table>
<thead>
<tr>
<th>Delay Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No delay</td>
<td>72%</td>
</tr>
<tr>
<td>1-6 months delay</td>
<td>20%</td>
</tr>
<tr>
<td>7-12 months delay</td>
<td>6%</td>
</tr>
<tr>
<td>&gt; 12 months delay</td>
<td>2%</td>
</tr>
</tbody>
</table>

93% completed program

*Results alumni survey (N = 90)*

**Reasons for delay**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship</td>
<td>39%</td>
</tr>
<tr>
<td>Addition Master</td>
<td>17%</td>
</tr>
<tr>
<td>Extracurricular activities</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>27%</td>
</tr>
</tbody>
</table>
**Current situation alumni ECP**

- Paid job – full time: 84%
- Paid job – part time: 7%
- Traineeship: 1%
- Looking for a job: 7%

76% of jobs at MSc. level

**Securing first job**

- Before completing ECP: 17% (17%)
- Less than 1 month: 15% (32%)
- 1-6 months: 38% (70%)
- 6-12 months: 10% (80%)
- More than 12 months: 12% (92%)

30% was offered a job via internship

**Problems securing a job**

(NB multiple problems could be indicated)

- Tight job market: 42%
- Not knowing what one wants: 34%
- Qualifications/experience: 45%
- Other: 43%

**Current fields: Top 5**

(NB multiple fields could be indicated)

- Consumer insights: 41%
- Advertising: 40%
- Consulting: 36%
- Communication: 26%
- Consumer products: 15%

Position related to ECP: 4.8 (7)
Main tasks: Top 5
(NB multiple fields could be indicated)

<table>
<thead>
<tr>
<th>Task</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyzing data (1)</td>
<td>60%</td>
</tr>
<tr>
<td>Consulting</td>
<td>53%</td>
</tr>
<tr>
<td>Advising</td>
<td>53%</td>
</tr>
<tr>
<td>Marketing strategy</td>
<td>53%</td>
</tr>
<tr>
<td>Survey research</td>
<td>32%</td>
</tr>
</tbody>
</table>

Average working hours: 42 (SD = 7)

Salaries alumni ECP

<table>
<thead>
<tr>
<th>Salary Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than €1,600</td>
<td>30%</td>
</tr>
<tr>
<td>€1,600 - €2,500</td>
<td>47%</td>
</tr>
<tr>
<td>€2,500 - €3,500</td>
<td>21%</td>
</tr>
<tr>
<td>More than €3,500</td>
<td>2%</td>
</tr>
</tbody>
</table>

Satisfaction progress career: 7.5 (10)

That is what we are talking about when we talk about …

ECP at Leiden University!