



APPLIES TO ACADEMIC YEAR 2007/2008

GRA 2418 Understanding the Consumer: Current Limitations and Future Directions of Theory and Method

Program

Advanced Specialization Course (MSc), Master of Science in Business and Economics, Master of Science in Business and Economics (Marketing), Master of Science in Marketing

Responsible for the course

Erik Olson

Department

Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Objective

This course is designed to expose students to the research work of the marketing faculty and other issues and research streams that comprise the field of consumer behavior. The course is article based, with selections from the research in progress of marketing faculty and other papers from some of the most well-known and respected journals covering marketing issues.

Prerequisites

GRA 6405 Marketing Research and GRA 6020 Pricing Strategies and Tactics, or equivalent courses from other leading programs.

Compulsory literature

Articles:

Articles packet to be distributed in class

Recommended literature

Course outline

The design of the course is meant to encourage discussion of the issues, theories and methods that are used and tested in the study of consumer behavior. While topics for this course can change from year to year depending on the research currently being done in the marketing department and other factors, some examples of past topics include the discussion of:

- Branding – alternative means of measuring the impact of brand knowledge on behavior
- Culture – how do cultures differ in terms of reactions to humor, materialism, pressure to conform?
- Customer Satisfaction & Loyalty – alternative definitions and measures, do loyalty programs work?
- Internet – impact of Internet as a source of product information, Electronic Word of Mouth, as a sales channel, and a marketing research tool.
- Risk – objective versus subjective risk and its impact on behavior
- Sources of Deviant Consumption Behavior – can we get people to stop smoking, taking drugs, etc.?
- Sponsorship Effects Measurement – how do firms know they are getting what they paid for?
- Market Orientation – how do you get an entire organization to focus on customers and competition?

- Cause Related Marketing - marketing good things for society while promoting your own firm.

Computer-based tools

None, other than Blackboard

Course structure

The course is based on 36 instruction hours. Each session will offer discussion and critical review of the latest research on important and emerging issues in marketing. Students will be expected to be well prepared for each discussion by reading the assigned article list. Students will also be responsible for developing a research design paper on a topic of their choosing which may also prove to be an excellent way to develop a thesis topic. This research design will also be the basis for a short student presentation to the class, where feedback from the instructor and classmates can help in improving the final paper.

In this course class attendance is mandatory. Unexcused absence can result in a lower score. Specific Information regarding student evaluation will be provided in class.

Evaluation

Your course grade will be based on the following activities and weights:

30 % - Class Participation

50 % - Research Proposal Paper, in a group of up to 3 students

20 % - Proposal Presentation

All parts of the evaluation need to be passed in order to get a grade in the course.

Evaluation code(s)

GRA 2418 accounts for 100 % of the final grade in the course GRA 2418.

Aids at the examination

All aids allowed.

Support materials at written examinations are explained under exam information in our web-based student handbook. Please note use of calculator. <http://www.bi.no/studenthandbook>.

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee..

Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.