



APPLIES TO ACADEMIC YEAR 2010/2011

## DRE 2007 Consumer Research

### Programme

Marketing

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### Introduction

**This course will be revised before it is offered again.**

Duration: 30 hours.

Teaching methods: Lectures, seminars, student presentations

### Learning outcome

This advanced graduate seminar is designed to familiarize students with the streams of research in psychology and marketing that may aid in the understanding of processes underlying the influence of various marketing strategies on consumer behavior. The focus in the course will be on gaining a clear understanding of current theoretical and methodological approaches to various aspects of consumer behavior, on how basic research in consumer psychology may complement and advance basic research in psychology and marketing, and on how to develop testable hypotheses and theoretical perspectives that build on the current "state of the art."

#### Learning outcomes

The learning outcome is to acquire advanced knowledge in the area of consumer research. This includes the development of skills in conducting advanced theoretical and empirical research in the field of marketing in general and in consumer research in particular. The students should be able to develop an original and important research idea that extends the theoretical knowledge in the field, and further how the research idea can be empirically tested. Finally the participant should be able to communicate theoretical and practical research to the academic community, to the business community, and to students in the area of consumer research.

### Prerequisites

Admission to a PhD Programme is a general requirement for participation in PhD courses at BI Norwegian School of Management.

External candidates are kindly asked to attach confirmation of admission to a PhD programme when signing up for a course with the doctoral administration. Candidates can be allowed to sit in on courses by approval of the courseleader. Sitting in on courses does not permit registration for courses, handing in exams or gaining credits for the course. Course certificates or conformation letters will not be issued for sitting in on courses

### Compulsory reading

#### Other:

#### Readings

A complete list of articles and book chapters will be distributed during the first meeting. Articles will be selected from the Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Personality and Social Psychology, Journal of Experimental Psychology: Learning, Memory and Cognition, Annual Review of Psychology, American Psychologist, Psychological Science, Marketing Science,

Management Science, International Journal of Research in Marketing, Journal of Economic Psychology, Science. A few working papers and book chapters might be included.

### **Recommended reading**

### **Course outline**

### **Computer-based tools**

Not applicable

### **Learning process and workload**

Participants in the seminar will meet for 8 sessions. During the seminar, each participant will be required to write 3 position papers to selected papers in the reading list (assigned at least 2 days in advance). In the list below, these papers are starred (\*). These position papers (approximately 2 pages, double-spaced) should always include (1) a few sentences summarizing the reading, (2) the most interesting or important idea you found in the reading or had about the topic, (3) a discussion question, and (4) the design of a follow-up study or related new study idea. The students will present their position papers briefly in class. One of these ideas should be developed in a full-fledged research proposal, due 14 days after the seminar. Course grades will be based on the quality of the position papers, participation in seminar discussions, and the research proposal.

### **Examination**

Individual Paper/Essay. The paper should be original work, and be written specifically for this course. The course will be graded A -F

### **Examination code(s)**

DRE 20072

### **Examination support materials**

Not applicable

### **Re-sit examination**

Next time the course is offered

### **Additional information**

#### **Honour Code**

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

Any violation of the honour 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 academic integrity. If you have any questions about your responsibilities under the honour code, please ask.