



APPLIES TO ACADEMIC YEAR 2012/2013

DRE 2007 Consumer Research

Programme

Marketing

Responsible for the course

Luk Warlop

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

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 outcome

The learning objective is to acquire advanced knowledge in the area of consumer research. This includes the development of skills in conducting advanced research in the field of consumer research. 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 Business School.

External candidates are kindly asked to attach confirmation of admission to a PhD programme when signing up for a course with the doctoral administration. Other candidates may 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 make 3 presentations discussing papers in the reading list (assigned at least 2 days in advance).

These presentations (10-15 minutes; powerpoint file handed in to the instructor) should always include (1) a summary about research questions and results (2) the most interesting or important idea you found in the reading or had about the topic, (3) a discussion question for the audience, and (4) the design of a follow-up study or related new study idea. One of these ideas should be developed in a full-fledged research proposal.

Course grades will be based on the quality of the position papers, participation in seminar discussions, and the research proposal, to be submitted according to the deadline set in the PhD handbook.

Examination

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

50% Individual Paper/Essay. The paper should be original work, and be written specifically for this course.

50% Class participation (in the form of a mix of some/ all of the following: hand in of case write ups, projects, and homeworks; case presentations and class participation; in class midterm and quizzes).

The course will be graded A -F

Examination code(s)

DRE 20073

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.