

Course Descriptions Master 2015-2016

Course Title Advanced Consumer Behaviour

Course Code EBC4137

ECTS Credits 6,5

Assessment Whole/Half Grades

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	2	26-10-2015	18-12-2015	X			X	

Level Advanced

Coordinator Kelly Geyskens For more information: k.geyskens@maastrichtuniversity.nl

Language of instruction English

Goals The learning objective of this course is for students to obtain an overview of the different research streams in consumer research in marketing and to understand some of the key insights in the field. Students also learn to formulate hypotheses in consumer research that can lead to interesting and relevant academic contributions in marketing.

Description This course discusses academic consumer behaviour research drawing on a number of different research perspectives in the field. Examples of topics include: consumer knowledge and learning, attitude theory, consumer choice and decision-making. The course draws on research in marketing, psychology and economics and explores findings from different types of research approaches such as experiments, survey analysis and models of market data. Students need to study the papers assigned and to discuss and expand on their content.

Literature There is a literature list of academic journal articles (Journal of Consumer Research, Journal of Marketing Research, etc.) to be discussed in this course.

Prerequisites Students should know the materials covered in a regular consumer behaviour course. They should also have knowledge obtained in marketing principles and marketing management courses as well as in a course on multivariate statistics. Basic knowledge about micro-economics and psychology is also expected.

Teaching methods PBL / Presentation / Assignment

Assessment methods Final Paper / Participation

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Master Business Research	Free Electives
Master Business Research	Marketing
Master Business Research Track OR	Free Electives