

## Course Descriptions None 2026-2027

Course Title Advanced Consumer Behaviour  
 Course Code EBC4137  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2026	11-12-2026					

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 and conduct research on consumer behavior topics 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 self-control, consumer identity, social influences, 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.

Transitional Regulations

<div class="trreg"><ul class="trcohorts"><li>Master Business Research - No specialisation</li><li>Master Business Research - Operations Research</li></ul><ol><li>In 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.</li><li>In 2026-2027 exam/resit opportunities are offered.</li><li>From 2027-2028 onwards, the course is cancelled.</li></ol><table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2025-2026</td><td>X</td><td>X</td><td>&nbsp;</td></tr><tr><td>2026-2027</td><td>&nbsp;</td><td>X</td><td>&nbsp;</td></tr><tr><td>2027-2028 onwards</td><td>&nbsp;</td><td>&nbsp;</td><td>&nbsp;</td></tr></tbody></table></div>

Teaching methods PBL / Presentation / Assignment / Papers / Groupwork / Research

Assessment methods Final Paper / Participation / Presentation

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 - No specialisation	In transition - Year 2 Adv Disc Marketing
	Master Business Research - No specialisation	In transition - Year 2 Free Electives
	Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses