

Course Descriptions Master 2023-2024

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	30-10-2023	15-12-2023	X			X	

Level Advanced

Coordinator Anouk Festjens For more information:a.festjens@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.

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	Year 2 Adv Disc Course(s): Marketing
Master Business Research - No specialisation	Year 2 Free Elective(s)
Master Business Research - Operations Research	Elective Course(s)