



## GRADUATE SCHOOL

### **GM1115 Perspectives of consumer choice behavior, 7.5 credits**

Perspektiv på konsumentval-beteende, 7,5 högskolepoäng

*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by School of Business, Economics and Law on 2016-04-29 and was last revised on 2018-05-28 by Graduate School to be valid from 2018-09-03, autumn semester of 2018.

*Field of education:* Social Sciences 100%

*Department:* Graduate School

#### **Position in the educational system**

The course Perspectives on Consumer Choice Behavior is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

#### *Main field of studies*

Marketing and Consumption

#### *Specialization*

A1N, Second cycle, has only first-cycle course/s as entry requirements

#### **Entry requirements**

To be eligible for the course Perspectives on Consumer Choice Behavior the participant must fulfil the entrance qualifications for the Master of Science programme in Marketing and Consumption. For programme specific entrance requirements, see programme syllabus.

#### **Learning outcomes**

After completion of the course, the student shall be able to:

*Knowledge and understanding*

1.1 understand and evaluate relevant theoretical concepts, frameworks, and models related to consumer choice behavior

*Competence and skills*

2.1 independently apply central concepts within the consumer choice behavior literature in order to analyze of consumer actions in the Marketplace.

2.2 design an experiment with a topic related to consumer choice behavior

*Judgement and approach*

3.1 evaluate and critically reflect upon academic literature within the field of consumer choice behavior

**Course content**

Perspectives on consumer choice behavior is a course that aims at theorizing around the topic of consumers and their choices and behavior in the marketplace.

The course is rooted in theories developed within the realm of consumer psychology. Within this perspective, the course will present and discuss different perspectives on consumer choice behavior. Cornerstones in the course will be

- cognitively-based decision-making as represented by theories of information-processing
- affective approaches, including how emotions impact consumer choice behavior
- choice architecture approaches, including how the design of the choice situation influences the decisions that consumer make.

The above, many times inter-disciplinary, parts of the course represent different approaches to understanding the consumer as decision-maker.

The course deepens the students' knowledge of consumer behavior in general. It further emphasizes the experimental methods as means to research within this theoretical field. This knowledge is managerially useful for many different marketing problems. It also gives the student an insight into his or her own choice behavior in the marketplace.

**Form of teaching**

Teaching consists of lectures and seminars/workshops and tutoring.

*Language of instruction:* English

**Assessment**

The course is examined through the following forms of examination:

Individual assignments and seminar attendance

- Hand-in: written assignments

Learning outcomes: 1.1, 2.1, 3.1

Higher education credits: 3,5

Grading scale: U-G-VG

- Active participation in seminars

Learning outcomes: 1.1, 2.1, 3.1

Higher education credit: 0,5

Grading scale: U-G-VG

Experiment-related groupwise examination (written report + presentations)

- Hand-in: written report

Learning outcome: 1.1, 2.1, 2.2, 3.1

Higher education credits: 3,0

Grading scale: U-G-VG

- Presentations: Cases

Learning outcome: 1.1, 2.1, 3.1

Higher education credits: 0,5

Grading scale: U-G

The individual assignments shall be written individually; cooperation in formulating text, tables, figures etc is hence not allowed.

Absence from one or several of the compulsory seminars or presentation sessions can be substituted with alternative assignments. The decision to approve that such compensatory procedure may be used is made by the responsible teacher on an individual basis.

Examining assignments (written reports/assignments) that has received grade U (Fail) can be supplemented within 3 weeks from the day of grade announcement. If no such satisfactory supplement is handed in, the student will receive the grade U on the assignment.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

The number of examinations is limited to five.

### **Grades**

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U). To pass the course, the student is required to have at least 50 % of the total points possible to achieve on the individual assignments and group report, and a Pass on seminar participation and presentations.

### **Course evaluation**

The course will be evaluated upon completion. The results of the evaluation will be communicated to the students and will function as a guide for the development of the course.

### **Additional information**

The course uses only academic articles. A list of relevant articles will be presented prior to course start.