



GRADUATE SCHOOL

GM1135 Perspectives of consumer choice behavior, 7.5 credits

Perspektiv på konsumenters beslutsfattande, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2022-03-18 to be valid from 2022-08-29, autumn semester of 2022.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Perspectives of 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 of consumer choice behavior the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

Learning outcomes

On successful completion of the course, the student will be able to:

Knowledge and understanding

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. 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

Learning outcome 1, 2.1 and 3 are assessed through written individual assignments, active participation in seminars, and a group assignment with presentations.

Learning outcome 2.2 is assessed through a written individual exam and a group assignment.

Active participation in seminars is compulsory. If the course coordinator agrees that the reason for absence or non-submission of compulsory elements is valid, then the missing elements can be replaced with alternative assignments.

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

A failed assignment and/or report can be supplemented to a Pass grade.

If a student who has twice received a failing grade for the same examination component wishes to change examiner ahead of the next examination session, such a request should be made to the department in writing and should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for study support for students with disabilities, the examiner may, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years after the course has ceased/been changed.

The number of examinations is limited to five.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

The grade (A-E) corresponds to the total score a student obtains on the written exam, the written individual assignments and group assignment. The seminar attendance and presentations are graded Pass/Fail. To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F: $<50\%$

Course evaluation

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.