### Consumer Research

**Code:** BIZ40904  
**Extent:** 24 credits  
**Language:** English  
**Teacher in charge:** Sammy Toyoki  
**Target group:** BIZ MSc students only  
**Application process:** Degree students at Aalto School of Business do not need to separately apply for a study right for the minor.  
**Prerequisites:** BSc Minor in Marketing  

This minor is recommended to MSc School of Business students who have had marketing as a major or minor during their BSc studies. This minor is also recommended to MSc in Marketing students who have done their BSc studies in a field other than marketing. The Consumer Research minor covers the most important concepts and tools to understand consumer behaviour, consumer culture and consumer society.

**Coordinator**  
Sammy Toyoki

### Structure of studies 24 cr

Choose 12-24 cr of the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>23E28000</td>
<td>Consumer Culture 1)</td>
<td>6 cr</td>
<td>II or IV</td>
</tr>
<tr>
<td>23E48000</td>
<td>Consumer Psychology</td>
<td>6 cr</td>
<td>V - summer</td>
</tr>
<tr>
<td>23E58050</td>
<td>Consumer Behavior, Retail Experience and Fashion</td>
<td>6 cr</td>
<td>II</td>
</tr>
<tr>
<td>23E08000</td>
<td>Frontiers of Markets and Consumer Research</td>
<td>6 cr</td>
<td>III</td>
</tr>
</tbody>
</table>

1) If the course is included in student’s MSc Programme studies, it can be replaced with any elective course from the list below.

Choose the rest from the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>23C59000</td>
<td>Consumer Research</td>
<td>6 cr</td>
<td>II</td>
</tr>
<tr>
<td>23C72050</td>
<td>Customer Experience Management 2)</td>
<td>6 cr</td>
<td>IV</td>
</tr>
<tr>
<td>23E40000</td>
<td>Brand Management 3)</td>
<td>6 cr</td>
<td>V</td>
</tr>
<tr>
<td>23E78050</td>
<td>Creativity in Marketing</td>
<td>6 cr</td>
<td>IV - V</td>
</tr>
</tbody>
</table>
