

# Consumer Research

**Code:** BIZ40904

**Extent:** 24 credits

**Language:** English

**Teacher in charge:** Sammy Toyoki

**Administrative contact:** Planning Officer Tatiana Penttinen

**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:

23E28000	Consumer Culture <sup>1)</sup>	6 cr	II or IV
23E48000	Consumer Psychology	6 cr	V - summer
23E58050	Consumer Behavior, Retail Experience and Fashion	6 cr	II
23E08000	Frontiers of Markets and Consumer Research	6 cr	III

<sup>1)</sup> 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:

23C59000	Consumer Research	6 cr	I-II
23C72050	Customer Experience Management <sup>2)</sup>	6 cr	I *)
23E24000	Brand Management <sup>3)</sup>	6 cr	V
23E76050	Creativity in Marketing	6 cr	IV

<sup>2)</sup> Replaces the course 23C72000 Customer Relationship Management. Not lectured in 2019-2020.

<sup>\*)</sup> Course 23C72000 Customer Relationship Management can be replaced by Reading Package 23C01000 Contemporary Issues in Marketing. Reading Package has to meet the requirements of the Minor and must be approved by teacher in charge. Please contact Tatiana Penttinen in this case.

<sup>3)</sup> Replaces courses 23E53010 Brand Performance Management, 23E53000 Brands in Strategic Marketing and 23E53050 Merkkituotteet strategisessa markkinoinnissa.