



# ADVANCED CONSUMER BEHAVIOR RESEARCH (MKTG 670)

2027

## Brief Course Description

Advanced theoretical and empirical approaches to investigating consumer behavior in scholarly research.

## Expected learning

Upon successful course completion, you will be able to:

Learn about classic and advanced issues in consumer research

Understand what the field of consumer neuroscience is about

Gain advanced knowledge about consumer judgment and decision making

Understand, discuss, and interpret advanced consumer research

Gauge the theoretical and empirical quality of academic consumer research

Apply newly-gained knowledge to an own papers of yours



Martin Reimann, PhD

## Course objectives:

To gain advanced theoretical and empirical knowledge about consumer research in a scholarly context.

During this course, students will be required to read the provided readings, engage in and lead in-class discussions, and write a paper to demonstrate their newly acquired skills. To facilitate learning, the typical class session will consist of a discussion of assigned readings and their application to student research projects.

- Written assignments
- Attendance etc.
- Presentation and discussion leadership
- Research paper
- Examination

