



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Consumer research in marketing

Course Code:	FEAD57
Course Title:	Consumer research in marketing <i>Konsumentforskning inom marknadsföring</i>
Credits:	7.5
Degree Level:	Master's level
Progressive Specialisation:	Second cycle, has only first-cycle course/s as entry requirements (A1N)

Major Field of Study:
FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2022-02-13, and is valid from the Autumn semester 2022 at Karlstad University.

Prerequisites

90 ECTS credits in Business Administration, including at least 30 ECTS credits at the G2F level or higher, and upper secondary level English 6, or equivalent

Learning Outcomes

Upon completion of the course, students should be able to:

1. give an account of current research on the formation of consumer attitudes and relations, consumer behaviour, and consumer decision-making, as well as the significance of these aspects for marketing,
2. define and explain key concepts and phenomena in consumer research in the area of marketing,
3. interpret, explain, and critically discuss theories of and research on consumers from the perspective of marketing,
4. give an account of and reflect upon the effects of marketing aimed at consumers,

5. critically assess, analyse, and discuss complex phenomena, problems, research designs, and methods in consumer research in the area of marketing,
6. search for, collect, assess, integrate, and present research reports about consumers in the area of marketing, and
7. produce and present reports in accordance with academic conventions.

Content

The course is focused on phenomena related to consumer decisions, attitudes, behaviours, and relations to organisations, products, and brands from the perspective of marketing. The course treats the significance of how experiences, impressions, and personal and contextual factors influence consumer decisions, attitudes, behaviours, and relations, with a special focus on the effects of marketing aimed at consumers, from the perspectives of both business administration and sustainability. The course also includes discussion of how different research designs and methods are used in research on consumers in relation to various types of problems and phenomena in the area.

Reading List

See separate document.

Examination

All learning outcomes are assessed based on written hand-in assignments, oral presentations, and seminar participation in groups, as well as an individual written hand-in assignment which involves peer review of another student's work.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

Grades

One of the grades Distinction (VG), Pass (G) or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.