

8. SRH INTERNATIONAL WEEK 2017: Course description

Title of Course:	Who are the consumers? – Researching the individuals and communities
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including presentation on Friday)
Lecturer/Title/ Home University:	Marilla Kortesalmi, Senior Lecturer at Laurea University of Applied Science, Helsinki Finland
Course description/ Contents:	<p>AIM Are You interested in selling, marketing or consumer behavior in general? This course gives you main tools to understand consumer behaviour. At this course you will design your own approach of consuming, study and research that, finally reflect the results.</p> <p>SCHEDULE Monday: Course introduction Tuesday: Designing the consumer research topic. Test drive. Wednesday: Your study: observations/ interviews /focus groups / on-line research. Thursday: Data analysis. Reporting. Friday: Presentations.</p> <p>KEY WORDS Consumer behavior, marketing, research methods, observation, netnography, interview.</p>
Learning outcome:	<p>You will have a good understanding of methods and practices of contemporary consumer research, its opportunities and challenges. Each day starts with introduction session to the topic. You will work in pairs / small group. Also analysing, reporting and presentations are held in pairs / small group.</p>
Examination:	<p>By group: short 15 minutes presentation on Friday displaying your group work outcomes. By individual: short evaluation of your learning outcomes.</p>
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. Set bunch of why-questions of consumer behavior. Example: why to buy more expensive organic apples / why to choose car over train /how brad changes the taste of coffee etc. 2. Figure out the area of interest you would like to question more. 3. Consider the opportunities to research the area. Is observation possible? Would people answer to you if you interview them? Are there online material (f.ex. internet discussions) available? 4. Before the course, pay attention of the consumer behaviour of your topic. Short field notes would serve you great!
Essential reading:	<p>Shopping consumers https://dupress.deloitte.com/dup-us-en/industry/retail-distribution/understanding-consumer-behavior-shopping-trends.html</p> <p>Consumers in brand communities https://econsultancy.com/blog/68720-six-successful-examples-of-online-brand-communities/ https://www.researchgate.net/publication/228364719_How_Brand_Community_Practices_Create_Value</p> <p>Consuming as the Joneses https://www.fastcompany.com/1781579/word-mouth-marketing-we-all-want-keep-joneses</p>