

# Master's programme Consumer Studies

The two-year master's programme Consumer Studies offers a unique approach to answer questions about consumers in an ever changing society. *Why do consumers behave the way they do? How does their behaviour relate to society, where health and sustainability are seen as increasingly important?* You obtain the knowledge and skills to analyse consumers making choices, acquiring, using and disposing products and services. You learn to translate this knowledge for use within companies, governmental and non-governmental organisations, and research.



## What makes this master's unique?

- **Understanding consumers to improve quality of life is central to our program**
- **You learn to combine insights from psychology, economics, design, and sociology, in an interdisciplinary perspective**
- **This consumer centred approach provides an integrated view across consumer studies that is incomparable to other master programmes worldwide**



### ***Want to get to know the university?***

Chat with our students, visit one of the (online) open days or join one of our students for a day. Look for all activities at [www.wur.eu/meetus](http://www.wur.eu/meetus)

## Study programme in numbers



**START**  
September



**NUMBER OF STUDENTS**  
30-50 first year students



**LANGUAGE**  
English



**STUDY LOAD**  
Full-time



**APPLICATION DEADLINE**  
non-EU/non-EFTA students:  
15 April  
Dutch/EU/EFTA students:  
15 June



**ADMISSION REQUIREMENTS**  
[www.wur.eu/apply](http://www.wur.eu/apply)

## Content of the programme

In the first year of this highly interdisciplinary programme the following core courses help you build your key competencies in consumer science:

- Consumer Studies for Sustainability: Perspectives and Ethics
- Sensory Perception and Consumer Preferences
- Consumer, Technology and Innovation
- Advanced Consumer Studies
- Advanced Quantitative and/or Advanced Qualitative Approaches for Consumer Studies

You also participate in the Academic Master Cluster, where teams of 5 to 7 students from different disciplines collaboratively work on a transdisciplinary-oriented academic consultancy project for an external commissioner. In year 1, with help of your study advisor, you also choose three elective courses. This allows you to individualise your programme, towards the subject expertise of your interest. Year 2 consists of the master thesis and an internship (either in the Netherlands or abroad).

“I chose consumer studies because I believe that consumers play an integral role in the transition towards a more sustainable world. By understanding consumption behaviour, I hope to help consumers make pro-environmental decisions.”  
Nathalie, student



## Related programmes

MSc Economics of Sustainability – MSc Governance of Sustainable Transformations – MSc Supply Chain Analytics – MSc Sustainable Business and Innovation

## Studying in Wageningen

Be part of our international community of students who want to change the world. Together we can find solutions for problems like health and food security, water scarcity, climate change and other environmental and global issues. You are ensured personal guidance throughout your student career. Studying in Wageningen guarantees premium quality education and an international quality benchmark on your curriculum vitae.

[www.wur.eu/whywageningen](http://www.wur.eu/whywageningen)



## Structure of the study programme

**1<sup>st</sup>** YEAR (60 ECTS)

- Programme specific courses (30 ECTS)
- Academic Master Cluster (12 ECTS)
- Elective courses that fit your personal interest (18 ECTS)

**2<sup>nd</sup>** YEAR (60 ECTS)

- Thesis: conduct your own research project (36 ECTS)
- Internship (24 ECTS)

## Your future career

In your studies, you have learned to work with and connect people from different departments and backgrounds. Various career opportunities are available for you upon graduation. Perhaps you would like to work as a consumer expert in marketing or communication departments? Or in commercial business, at market research companies, in NGO's or governments? Our graduates are multi-talents who are sure to find their way in society. And what if you are passionate about research? In that case you are fully equipped to pursue an academic career.

“This programme prepares our students to become consumer experts, who can communicate with and connect people from different disciplines.”

Erica van Herpen, Associate Professor, Marketing and Consumer Behaviour Group

### THE UNIVERSITY IN NUMBERS



6,936

Master's students



108

Nationalities



66%

Dutch



34%

International



43%

Male



57%

Female

## More information

Visit [wur.eu/mmec](http://wur.eu/mmec)  
or mail to [mme.msc@wur.nl](mailto:mme.msc@wur.nl)

