

Specialisation B: Consumer Studies

				Thesis group				
				CPT	FQD	UEC	MCB	CHL
Code and Course name	Period	Credits						
1. Common part MME								
YMC-60809 Academic Consultancy Training	all	9	x	x	x	x	x	
YMC-60300 Modular Skills Training	all	3	x	x	x	x	x	
Total:		12						
2. Specialisation part Consumer studies								
Common specialisation courses								
CPT-38306 Phil. and Ethics of Man., Econ. and Cons. Beh. (online avail)	1MO	6	x	x	x	x	x	
YSS-33806 Interdisciplinary Themes in Food and Sust.	2MO	6	x	x	x	x	x	
YSS-31806 Consumer, Technology and Innovation	5MO	6	x	x	x	x	x	
MCB-30806 Sensory Perception and Consumer Preference	5AF	6	x	x	x	x	x	
Specialisation part								
MCB-20806 Principles of Consumer Studies (online avail.)	1MO	6	x	x	x	x	x	
FQD-33806 Usability Research in Product Design	1AF	6		x				
CPT-23306 Communication and persuasion	2MO	6	OR					
CPT-33806 Advanced Communication Science	1AF	6	OR					
CHL-20306 Gender and Diversity in Consumer Culture (online avail)	2AF	6					OR	
CPT-56806 Embodiment, Food & Environment	2AF	6	OR					
CHL-20806 Lifestyles and Consumption	3	6					OR	
MCB-30306 Consumer Behaviour: Concepts and Research Methods	4, 5MO	6				x		
UEC-31306 Human Decision Making	4	6			OR			
UEC-52306 Urban Economics and Analysis	6AF	6			OR			
Assumed knowledge in previous study								
YRM-20806 Research Design & Research Methods (online avail.)	1AF,2MO	*	x	x	x	x	x	
MAT-22306 Quantitative Research Meth. and Stat. (can be replaced by	3,4	6	x	x	x	x	x	
Thesis cluster								
YSS-33306 Advanced Consumer Studies	6MO	6	x	x	x		x	
CPT-71324 Internship Strategic Communication		24	x					
CPT-81333 Thesis Strategic Communication		36	x					
FQD-70824 Internship Consumer Technology and Product Use		24		x				
FQD-80833 Thesis Consumer Technology and Product Use		36		x				
UEC-70424 Internship Economics of Consumers and Households		24			x			
UEC-80433 Thesis Economics of Consumers and Households		36			x			
MCB-31306 Creating Frameworks for Marketing and Consumer Behav	6AF	6				x		
MCB-70424 Internship Marketing & Consumer Behaviour		24				x		
MCB-80433 Thesis Marketing & Consumer Behaviour		36				x		
CHL-70424 Internship Sociology of Consumers and Households		24					x	
CHL-80433 Thesis Sociology of Consumers and Households		36					x	