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| --- | --- | --- | --- | --- | --- | --- | --- |
| Week | Mon | Tue 13.15-15 | Wed | Thu 13.15-15 | Fri | Sat | Sun |
| 1 |  | 2.3.21  **CS 1**  **Intro to course and consumer research**  Ilona |  | 4.3.21 **CS 2**  **Reading and writing academic texts & How to pitch**  Ilona |  |  |  |
| 2 |  | 9.3.21  **CS 3**  **Methods and research design**  Ilona |  | 11.3.21 **CS 4**  **Behavioral perspective to consumer culture: heuristics and biases**  Ilona  Deadline: Perusall 1 |  |  | 14.3.21  Deadline:  Learning diary 1 |
| 3 |  | 16.3.21 **CS 5**  **Cultural perspective to Consumer Research: Consumer culture**  Hedon  Deadline: Perusal 2 |  | 18.3.21  NO CLASS: INDEPENDENT WORK |  |  | 21.3.21 Deadline:  Learning diary 2 |
| 4 |  | 23.3.21  NO CLASS: INDEPENDENT WORK |  | 25.3.21  NO CLASS, INDEPENDENT WORK |  |  |  |
| 5 |  | ‘30.3.21  NO CLASS, INDEPENDENT WORK |  | 1.4.21  **Pitch session**  Ilona  Hedon  Hannu  Deadline: Idea paper |  |  |  |
| 6 |  | 6.4.21.  NO CLASS: TUTORING SESSIONS |  | 8.4.21  NO CLASS: TUTORING SESSIONS |  |  |  |

EXAM WEEK

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| Week | Mon | Tue 13.15-15 | Wed | Thu 13.15-15 | Fri | Sat | Sun |
| 7 |  | 20.4.21  **C6 Continuing with the behavioural perspective: Attitudes, emotions and Judgement**  Ilona |  | 22.4.21  **C7 Continuing with the cultural perspective: Self, identity and gender**  Ilona  Deadline: Perusall 3 |  |  | 25.4.21 Deadline: Learning diary 3 |
| 8 |  | 27.4.21.  NO CLASS: TUTORING SESSIONS |  | 29.4.21  NO CLASS: TUTORING SESSIONS |  |  |  |
| 9 |  | 4.5.21  **C8 Continuing with the cultural perspective: Social class, lifestyles and Subculture**  Hedon |  | 6.5.21  **C9 Modes of consumption**  Hedon  Deadline:  Perusall 4 |  |  | 9.5.21 Deadline: Learning diary 4 |
| 10 |  | 11.5.21  **C10 Consumer insights and marketing communication**  Hedon |  | 13.5.21  **C11 Dark and deviant consumption**  Ilona  Deadline: Perusall 5 |  |  | 16.5.21  Deadline: Learning diary 5 |
| 11 |  | 18.5.21  NO CLASS: INDEPENDENT WORK |  | 20.5.21  NO CLASS: INDEPENDENT WORK |  |  |  |
| 12 |  | 25.5.21: FINAL PRESENTATIONS |  |  |  |  |  |
| 13 |  | 1.6  Deadline:  FINAL RESEARCH PROPOSAL |  |  |  |  |  |