|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 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**IlonaDeadline: Perusall 1 |  |  | 14.3.21Deadline: Learning diary 1 |
| 3 |  | 16.3.21**CS 5****Cultural perspective to Consumer Research: Consumer culture**HedonDeadline: Perusal 2 |  | 18.3.21NO CLASS: INDEPENDENT WORK |  |  | 21.3.21Deadline:Learning diary 2 |
| 4 |  | 23.3.21NO CLASS: INDEPENDENT WORK |  | 25.3.21NO CLASS, INDEPENDENT WORK |  |  |  |
| 5 |  | ‘30.3.21NO CLASS, INDEPENDENT WORK |  | 1.4.21**Pitch session** IlonaHedonHannuDeadline: Idea paper |  |  |  |
| 6 |  | 6.4.21.NO CLASS: TUTORING SESSIONS |  | 8.4.21NO CLASS: TUTORING SESSIONS |  |  |  |

EXAM WEEK

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 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**IlonaDeadline: Perusall 3 |  |  | 25.4.21Deadline: Learning diary 3  |
| 8 |  | 27.4.21.NO CLASS:TUTORING SESSIONS |  | 29.4.21NO 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**HedonDeadline:Perusall 4  |  |  | 9.5.21Deadline: Learning diary 4 |
| 10 |  | 11.5.21**C10 Consumer insights and marketing communication**Hedon |  | 13.5.21**C11 Dark and deviant consumption**IlonaDeadline: Perusall 5 |  |  | 16.5.21Deadline: Learning diary 5 |
| 11 |  | 18.5.21NO CLASS:INDEPENDENT WORK |  | 20.5.21NO CLASS:INDEPENDENT WORK |  |  |  |
| 12 |  | 25.5.21:FINAL PRESENTATIONS |  |  |  |  |  |
| 13 |  | 1.6Deadline: FINAL RESEARCH PROPOSAL |  |  |  |  |  |