

Week	Mon	Tue 13.15-15	Wed	Thu 13.15-15	Fri	Sat	Sun
1		14.9.21 CS 1 Intro to course and consumer research					
2		21.9.21 CS 2 Reading and writing academic texts & How to pitch Deadline: Perusall 1		23.9.21 CS 3 Methods and research design Guest lecturer Petra Paasonen			26.9.21 Deadline: 3-2-1 quiz 1
3		28.9.21 CS 4 Behavioral perspective to consumer research: heuristics and biases Deadline: Perusall 2		30.9.21 C5 Continuing with the behavioural perspective: Attitudes, emotions and Judgement			
4		5.10.21 C6 Continuing with the behavioral perspective: Consumer curiosity Guest lecturer Heta Kenttämä		7.10.21 NO CLASS, INDEPENDENT WORK			10.10.21 Deadline: 3-2-1 quiz 2
5		12.10.21 NO CLASS, INDEPENDENT WORK		14.10.21 Pitch session Guests: Hannu Uotila JP Huhtala			
6		19.10.21 NO CLASS: TUTORING SESSIONS		21.10.21 NO CLASS: TUTORING SESSIONS			

EXAM WEEK

Week	Mon	Tue 15.15-17	Wed	Thu 13.15-15	Fri	Sat	Sun
7		2.11.21 CS 7 Cultural perspective to Consumer Research: Consumer culture Deadline: Perusall 3		4.11.21 C8 Continuing with the cultural perspective: Social class, lifestyles and Subculture			7.11.21 Deadline: 3-2-1 quiz 3
8		9.11.21. C9 Continuing with the cultural perspective: Self, identity and gender Deadline: Perusall 4		11.11.21 C10 Modes of consumption - from ownership to access-based forms of Consumption			14.11.21 Deadline: 3-2-1 quiz 4
9		16.11.21 NO CLASS, TUTORING SESSIONS		18.11.21 NO CLASS, TUTORING SESSIONS			
10		23.11.21 C12 Dark and deviant consumption Deadline: Perusall 5		25.11.21 C11 Global cultural flows and digital consumer behavior			28.11.21 Deadline: 3-2-1 quiz 5

11		23.11.21 NO CLASS: INDEPENDENT WORK		25.11.21 NO CLASS: INDEPENDENT WORK			
12		7.12.21 FINAL PRESENTATION Guests: Hannu Uotila JP Huhtala		9.12.21 NO CLASS: INDEPENDENT WORK			
13		14.12. Deadline: FINAL RESEARCH PROPOSAL					