

Week	Mon	Tue 13.15-15	Wed	Thu 13.15-15	Fri	Sat	Sun
1		1.3.22 CS 1 Intro to course and consumer research		3.3.22 CS 2 Reading and writing academic texts & How to pitch  <b>Deadline:</b> Perusall 1			
2		8.3.22 CS 3 Methods and research design  Guest lecturer Petra Paasonen		10.3.22 CS 4 Behavioral perspective to consumer research: heuristics and biases  <b>Deadline:</b> Perusall 2			13.3.21 <b>Deadline:</b> 3-2-1 quiz 1
3		15.3.22 C5 Continuing with the behavioural perspective: Attitudes, emotions and Judgement  <b>Deadline:</b> Perusall 3		17.3.22 C6 Continuing with the behavioral perspective: Consumer curiosity Guest lecturer Heta Kenttämäa  <b>Deadline:</b> Perusall 4			20.3.22 <b>Deadline:</b> 3-2-1 quiz 2
4		22.3.22 NO CLASS, INDEPENDENT WORK		24.3.22 NO CLASS, INDEPENDENT WORK			
5		29.3.22  NO CLASS, INDEPENDENT WORK		31.3.22 Pitch session  Guests: Hannu Uotila Sanna-Katriina Asikainen			
6		5.4.22  NO CLASS: TUTORING SESSIONS		7.4.22  NO CLASS: TUTORING SESSIONS			

EXAM WEEK

Week	Mon	Tue 15.15-17	Wed	Thu 13.15-15	Fri	Sat	Sun
7		19.4.22 CS 7 Cultural perspective to Consumer Research: Consumer culture  <b>Deadline:</b> Perusall 5		21.4.22 C8 Continuing with the cultural perspective: Social class, lifestyles and Subculture  <b>Deadline:</b> Perusall 6			24.4.22 <b>Deadline:</b> 3-2-1 quiz 3
8		26.4.22 C9 Continuing with the cultural perspective: Self, identity and gender  <b>Deadline:</b> Perusall 7		28.4.22 C10 Modes of consumption - from ownership to access-based forms of Consumption  <b>Deadline:</b> Perusall 8			1.5.22 <b>Deadline:</b> 3-2-1 quiz 4
9		3.5.22  NO CLASS, TUTORING SESSIONS		5.5.22  NO CLASS, TUTORING SESSIONS			
10		10.5.22 C11 Sustainable consumer behavior  <b>Deadline:</b> Perusall 9		12.5.22 C12 Dark and deviant consumption  <b>Deadline:</b> Perusall 10			15.5.22 <b>Deadline:</b> 3-2-1 quiz 5

11		17.5.22 NO CLASS: INDEPENDENT WORK		19.5.22 NO CLASS: INDEPENDENT WORK			
12		25.5.22 FINAL PRESENTATION  Guests: Hannu Uotila JP Huhtala		27.5.22 NO CLASS: INDEPENDENT WORK			
13		1.6.22 <b>Deadline:</b> FINAL RESEARCH PROPOSAL					