

**Consumer Psychology**  
**Prof. Francine E. Petersen**  
**HEC Lausanne, MSc. – Spring**  
**Friday, 8:30-12:00**

**Evaluation and Assignment for Doctoral Students:**

**First attempt**

1. 40% In-class presentation and discussion of articles (groups of 2)
2. 60% Proposal and Final paper (individual)

Deadlines will be on the course's Moodle.

Note: All written work will be checked for academic fraud (cheating and plagiarism).

**Retake**

Students are allowed a second attempt to course evaluation, following the guidelines of the University. Students are allowed to retake a justified missed evaluation.

1. 40% review of articles and preparation of discussion questions (individual)
2. 60% Proposal and Final paper (individual)

**Final Paper Description:**

The **proposal** (due ~mid-semester) is a 1-page document that should include the topic of your choice and the research question(s) you would like to investigate. The proposal can be built on one or more of your weekly ideas or it could be completely new.

Topic: The general theoretical background you will be studying. It can be one of the topics we studied in the course (preferably) or another topic within the Consumer Psychology discipline. Include your motivation to study this topic. One way to approach this is to choose the topic first, then do a brief literature review summarizing the state-of-the-art (~10-15 articles). Having this overview of the literature will allow you to see “gaps”, and then you can identify what exactly will be your research question/contribution.

Research question: Your main “idea”/ the “problem” you want to solve/ the main question you want to answer. Include key papers to support your idea. Note that to present your research question, you will have to read several papers on the topic and position your idea vis-à-vis previous research. This should show that the idea is new and contributing to the literature (i.e., we don't yet have an answer for that research question from previous research). You should also explain why it is important to examine this question (from a theoretical and/or practical perspective).

The proposal will not be graded separately but it needs to be delivered by the deadline as part of the full assignment.

The **Final Paper** (due after the last day of classes) is the development of your proposal, once you receive a green light and feedback. You should conduct a thorough literature review: What do we currently know about this topic? How can we contribute to this area? And clearly present: How does your proposed research question contribute? What is the rationale to support your idea?

The final paper should be structured like a typical academic article (abstract, introduction and theoretical background with sub-sections).

As a doctoral student, you are expected to develop a **method** section aligned with your research question. For example, you should describe how to test your idea/hypotheses and how to analyze the data you would collect. The paper will not require data, only a detailed method description.

**Format**: Font: Times New Roman (or similar) size 12; Line spacing: double; Margins: “Normal” or “Moderate”; References: APA (easy to copy from Google Scholar); Length: maximum 15 pages.

Finally, you (doctoral students) **will also pitch your idea** to the class towards the end of the semester.