

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

Course Assessment for Doctoral Students:

First attempt

1. 60% In-class article presentation and discussion (individual)
2. 40% research proposal pitch 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. 60% review of articles and preparation of discussion questions (individual)
2. 40% research proposal pitch and final paper (individual)

Research Proposal Pitch and Final Paper:

During the semester, you will choose a topic and formulate a research question you would like to investigate. At the end of the semester, you will pitch your idea to the class. To prepare for that, you will naturally have to read several papers on your chosen topic to contextualize your research question. Your pitch should include:

Topic: The general theoretical background you will be studying. You can choose any of the consumer psychology topics covered in the articles throughout the course. Include your motivation to study this topic (i.e., why this topic is interesting). This motivation can be theoretical, such as when you identify a “theoretical gap”, or practical, such as when you are inspired by a market phenomenon that we don’t know much about. One way to approach this is to choose the topic first, then do a brief literature review summarizing the state-of-the-art (I encourage you to read ~15 articles at least). Having this overview of the literature will allow you to see “what we know and what we don’t know”, and then you can formulate your research question more precisely, which you will present next.

Research question: This is 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, at least not immediately). You should also explain why it is important to examine this question (from a theoretical and/or practical perspective).

Literature review: After introducing the topic and contextualizing your research question, you will present an overview of the literature on that topic. Try as much as possible to integrate the papers you read. Also, try as much as possible to learn what these papers tell about your research question. Be mindful about the quality of the work you read and cite, and always check the original work.

Conclusion: What do you conclude? Do we “know enough” from the literature to “answer” your research question? Can you build a framework integrating the papers you’ve read to “answer” your research question? If we “don’t know enough” from the literature yet, how do you think we can answer your research question (i.e., what would the next steps be)?

Doctoral students 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. You can choose *any* method that you would like that is appropriate to address your research question.

During the pitch, you will organically receive feedback from the professor and from the audience. You can then make adjustments to write your Final Paper. The pitch will be graded along with the Final Paper.

The **Final Paper** (due two weeks after the end of the semester) is the development of your presentation, including the feedback that you receive. The final paper should be formatted like a typical academic article (abstract, introduction, theoretical background with sub-sections, method).

Format: Font: Times New Roman (or similar) size 12; Line spacing: single; Margins: “Normal” or “Moderate”; References: APA (easy to copy from Google Scholar); Length: maximum 10 pages.

Note on Academic Fraud: All written work will be checked for cheating and plagiarism and will not be accepted if the software indicates more than 5% of plagiarism.

Grading criteria for the research proposal pitch (presentation, presentation file, and final paper) for doctoral students (40% of total grade):

Is the research question(s) clear and well-motivated?	30%
Is the literature review well and correctly summarized, using high quality research, and supporting your rationale?	30%
Are your main concepts clearly defined?	30%
Have you implemented the feedback on your final paper?	10%

Grading criteria for in-class article presentation and discussion for doctoral students (60% of total grade):

Presentation of the article to the class (thoroughness, clarity)	25%
Moderation of the discussion of the article in class (preparation of questions and points for discussion, moderation of the discussion)	25%
Application (discussion of managerial implications, bringing examples of real applications or suggested applications)	25%
Delivery of weekly notes on Moodle and participation in the class discussion	25%