

Universities in Helsinki, Finland

www.helsinki.fi/summerschool

summer-school@helsinki.fi



HELSINKI SUMMER SCHOOL

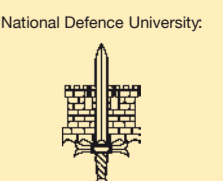
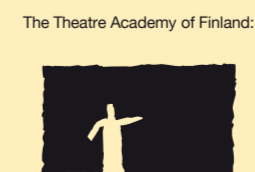
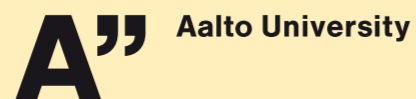
2010

August 3 to 19

Thinking Allowed

COURSES 2010

- Activity Theory and Formative Interventions
- Agriculture and Environment: Ecosystem Services
- Borders and Identities in Europe
- Business to Business Marketing
- Consumer Behavior
- Contemporary Nationalisms around the World
- Design and the City
- Developing Intercultural Competence
- Ecology and Management of Urban Green Space
- Environmental Services in Forest Management
- Interdisciplinary Product Development
- Introduction to Bioethics
- Introduction to Conceptual History
- Participatory GIS in Development Studies
- Profitable Customer Management
- Video in Research on Learning and Education
- Wood in Construction and Architecture





HELSINKI
SUMMER SCHOOL

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CONSUMER BEHAVIOR

6 ECTS

August 3 to 19

Understanding the consumer behavior is important for both for-profit and non-profit organisations in developing successful organisational and marketing strategies. Consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions.

In this course, you will familiarise yourself with the basic theories, ideas, concepts, and methods of consumer research and consumer marketing as well as the marketing ethics. Upon the completion of the course, you will have a general understanding about the psychological, social, and cultural processes involved when consumers – as individuals or as groups – select, purchase, use, or discard products, services, ideas, or experiences.

The Open University at the Aalto University School of Economics organises this Bachelor's level course and it is especially relevant to the students of business economics and other social sciences. The teachers come from the Department of Marketing and Management of the University. Foundation in marketing studies is the prerequisite for participation.

The course consists of lectures, reading and other assignments, several preparatory examinations, and a final examination. Through the exercises and assignments, the students will learn to apply the concepts of consumer research to managerial consumer behavior related problems. For a satisfactory completion, the student's participation in the lectures and active work with the assignments as well as success in the exams is the prerequisite. The final grade – issued at the end of the course – is based on the evaluation of the assignments, preparatory examinations (60 %), and the final exam (40 %), which covers the entire course material.

Please direct any questions concerning the content of this course to the coordinator, Ms. Ilona Mikkonen, ilona.mikkonen@hse.fi. Any questions on the general arrangements (accommodation, scholarship, etc.) should be addressed to the Summer School's office at summer-school@helsinki.fi

COURSES 2010

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- ⑤ Consumer Behavior
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Organiser:

A? Aalto University
School of Economics

Aalto University School of Economics

HELSINKI SUMMER SCHOOL – THINKING ALLOWED
Helsinki Summer School is a three-week academic event organised every August by the universities in Helsinki, Finland. Each year we give advanced degree students from over 60 countries an unforgettable learning experience that combines high quality academics with a wide range of cultural and social activities. Our multi-disciplinary courses, all of which are taught in English, aim at stimulating thought and intellectual development in an open and diverse environment. As a city known for design, technology and its vibrant cultural life, Helsinki is sure to be the experience of a lifetime.

For further information, please visit our website at www.helsinki.fi/summerschool or contact us directly by email at summer-school@helsinki.fi.