

## Course Description

**Instructors: Prof. Caroline Roux, Prof. Jooseop Lim, Prof. Kamila Sobol**

ADMI 831 - MARKETING

Topic: Consumer Research Methodology

Notes: This is a combined section class

Fall 2018

This Ph.D. seminar in marketing is designed to familiarize students with the following commonly used methods in consumer research: scale development, experimental design and analysis, and quantitative modelling approaches in consumer research. The focus of this seminar will be on developing an understanding of academic consumer research articles using these methods; evaluating the use of these methods in academic consumer research articles; and identifying the correct method to apply to answer specific research questions and test specific theories and theoretical frameworks. Students who have limited knowledge of basic marketing research (especially those who have not taken the research methods core course at the M.Sc. level and/or an Applied Linear Statistics course) are strongly advised to acquire the necessary base knowledge prior to the start of this course.