Join Radboud Summer School 2019!

Innovative Methods for Understanding Consumers and Political Orientation

change perspective

Radboud University
Innovative Methods for Understanding Consumers and Political Orientation

The way we learn about consumers is evolving. This course examines the importance of consumer behavior, how we research consumers in both academic and applied contexts, and explores political orientation as one construct shaping consumer research. We will examine the innovative new methodologies on the consumer research horizon, and how these can be blended with conventional methodologies to develop strong empirical research and actionable marketing insights.

This course begins by immersing students in an innovative marketing simulation where students experience first-hand how consumer preferences, needs and behaviors affect business outcomes. We then examine consumer behavior: what it is, why it matters, and why political orientation is critically important to the future of marketing across industries. More stable than most situational factors, and more observable than most personality factors, political orientation is ever more central to consumers’ identity in an increasingly polarized world. We then dig deeper into political orientation as a developing research area with timely and interesting implications. We will explore this important shift through integrating innovative learning approaches and recent scientific knowledge from consumer and behavioural sciences with research practice and personal growth of the participants.

After this course you are able to

- Demonstrate an understanding of basic fundamental psychological principles applied to consumer behaviour
- Summarize existing research on political orientation with regard to consumerism
- Think critically about the methods employed in the research of consumption behaviour and the challenges involved in researching implicit processes
- Develop ideas and insights into future research opportunities in this domain

Course leaders

- Bonnie Simpson
  Assistant Professor Consumer Behaviour
  Western University, Ontario, Canada
- Rhiannon MacDonnell Mesler
  Assistant Professor Marketing
  University of Lethbridge, Canada

Number of EC

2 ECTS credits
Entry level
Master, PhD, Postdoc and Professional

This course is designed for
Graduate students studying business, consumption, marketing, media studies, political science, or sociology, or those who have relevant work experience who feel they would benefit from gaining an understanding of relevant psychological principles as they apply to consumption and how consumer research is conducted.

You can find more details about this course on our website

Course date
Monday 8 July - Friday 12 July 2019

Course fee
€ 600

Deadline application
1 May 2019

Discounts
• 10% discount for early bird applicants. The early bird deadline is 1 March 2019.
• 15% discount for students and PhD candidates from partner universities. Please note that these discounts can be combined if you apply before 1 March 2019.

Apply now!
What is the RSS experience?

RSS is more than just a course!

Radboud Summer School offers you a unique opportunity to meet other students and researchers from all over the world with different cultural and academic backgrounds. You will also get to know Radboud University and the city of Nijmegen. Our social programme includes a welcome reception, guest lecture and farewell drinks. And for a small fee you can join our BBQ, River Cruise on a pancake boat, a Pub Quiz, Sports Activities or a City Game.

Want to know more?
Have a look at what participants have said about their experience on our website!

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