Program and associated readings: Consumer Behavior (SOSK-508)

14.3. Introduction: Consumer behavior and consumer culture (Metsätalo, Room 4; 16:15-17:45)

21.3. Trip through conventional CB: Needs, wants and value (Metsätalo, Room 4; 16:15-17:45)


28.3. Postmodern consumer culture (Metsätalo, Room 4; 16:15-17:45)


4.4. Identities in consumption (Metsätalo, Room 4; 16:15-17:45)


11.4. Craving authenticity (Metsätalo, Room 4; 16:15-17:45)


16.4. Iconic branding (with guest lecturer Hunter Jones, Aalto BIZ) (Metsätalo, Room 4; 16:15-17:45)

25.4. Consumer resistance (with guest lecturer Tuomas Soila, University of Helsinki) (Fabianinkatu 24, Room 532)


2.5. Guest lecture by Eric J. Arnould (Aalto BIZ), the founder of CCT (Metsätalo, Room 4; 16:15-17:45)
