

Georg-August-Universität Göttingen Module M.WIWI-BWL.0126: Consumer Science & Public Policy	6 C 2 WLH
Learning outcome, core skills: After successful attendance the students understand which public policy types exist and what the normative goal of transformative consumer research is. Moreover, they are able identify the public policy implications that consumer research can provide. In addition to understanding how consumer research can be linked with public policy initiatives, course participants will learn how to craft concrete policy suggestions themselves based on recent consumer research. Crafting policy suggestions also includes the identification of areas of application to which specific research findings can be transferred.	Workload: Attendance time: 28 h Self-study time: 152 h
Course: Consumer Science & Public Policy (Lecture) <i>Contents:</i> The course consists of two parts, a lecture and a term paper. In the lecture, students are introduced to various topics where consumer research has policy implications. These topics include, but are not limited to: <ul style="list-style-type: none"> • Introduction to consumer science & public policy • Transformative consumer research • Nutrition and health • Consumer vulnerability and protection • Marketplace morality: ethics and social responsibility The course does not use a textbook but recent articles published in the Journal of Consumer Research, Journal of the Association for Consumer Research, and Journal of Marketing & Public Policy. Reading the articles is required to gain a profound knowledge of the topics introduced in the lecture.	2 WLH
Examination: Written examination (45 minutes)	3 C
Examination: Term paper (max. 12 pages) with presentation (ca. 20 minutes) Examination requirements: The term paper will be written by 2-3 students. It will contain a summary of selected research on a freely chosen topic from the lecture. Moreover, participants are expected to critically discuss current policies in the area and to formulate additional public policy implications. The papers will be presented in class.	3 C
Examination requirements: The written exam assesses students' understanding of the course content as well as their ability to discuss consumer research findings. The term paper and presentation assess students' ability to actively develop public policy suggestions and transfer policies from one area of application to another. Assessment requirements:	

Food marketing, marketplace morality, consumer protection, transformative consumer research	
Admission requirements: none	Recommended previous knowledge: none
Language: English	Person responsible for module: Prof. Dr. Yasemin Boztug Dr. Steffen Jahn
Course frequency: each winter semester	Duration: 1 semester[s]
Number of repeat examinations permitted: twice	Recommended semester: 2 - 4
Additional notes and regulations: The course is open to Master and Ph.D. students.	