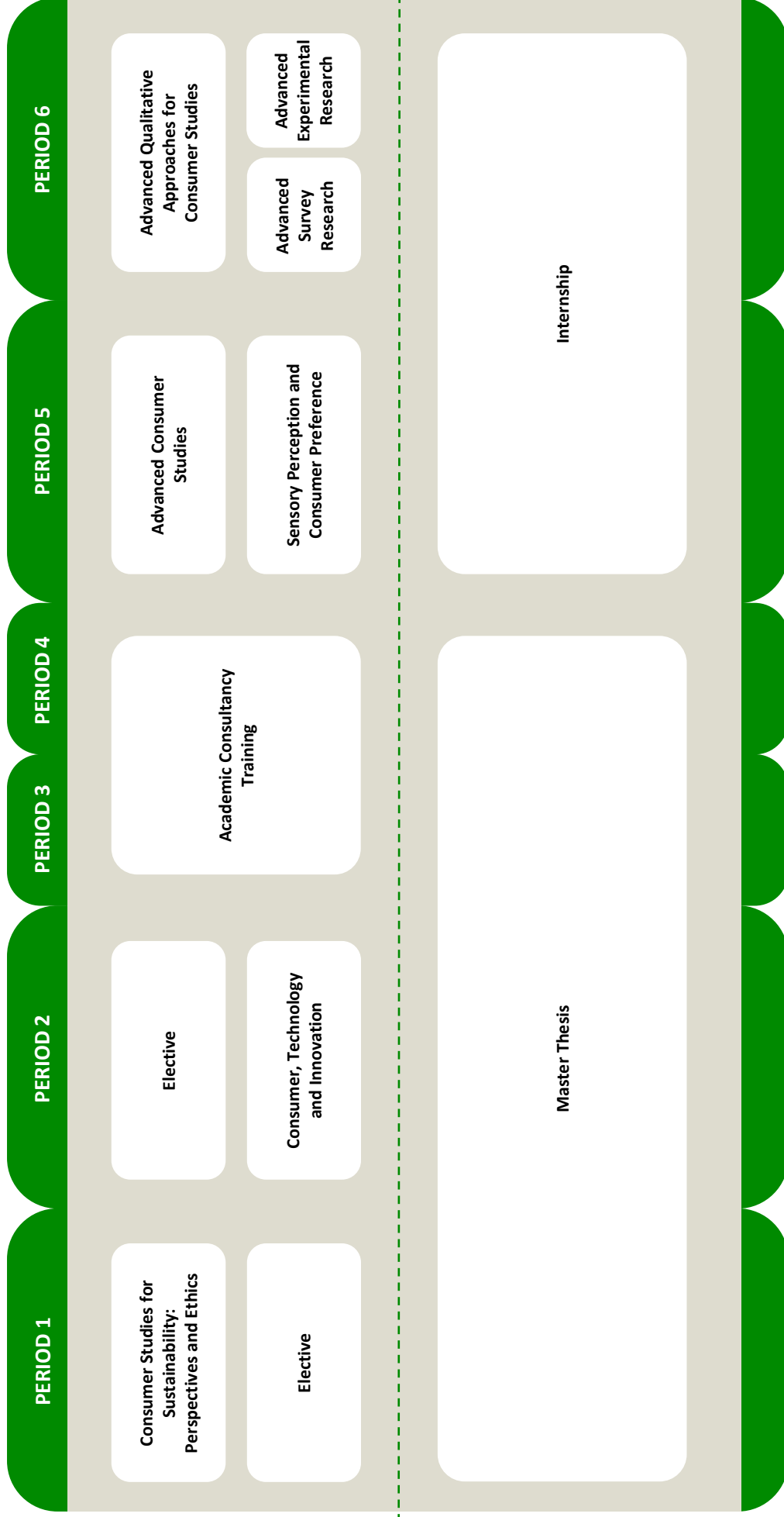


MME-C: CONSUMER STUDIES

wur.eu/mmec
Mme.msc@wur.nl



Extra (5th) year "studiefinanciering" for Dutch MSc students at WUR: the MME master's programs are registered with DUO as one-year instead of two-year courses. WUR has a compensation scheme, whereby students can apply for an extra 5th year grant after a diploma. This is not applied to all students. If you will follow a master in MME, please make sure you know what your rights are and how you can apply for compensation via the QR Code at the end of the page. If you have any questions about your individual (financial) situation, please contact studentdean@wur.nl.



Consumer Studies (MME-C)

Consumer studies play a vital role in shaping a sustainable future by exploring consumers' behaviours and preferences. It's an interdisciplinary programme that uses psychology, economics, communication and sociology to understand consumption patterns and create a more conscious future. For that, a minimum of 6 ECTS in research methodology are compulsory, though we recommend 12 ECTS. You can pick based on your preference and complete with an elective if you choose not to take all the research courses.

Mandatory Courses:

Consumer Studies for Sustainability: Perspectives and Ethics (YSS36806) – 6 ECTS

This course prepares students to face consumer trends and behaviours, promote sustainable lifestyles, and address ethical issues. Throughout different scientific perspectives of sustainable developments, students learn via real-life study cases, like plant-based proteins or carbon footprint. Students engage in readings, lectures, discussions, and group assignments.

Along with this course you'll be able to gain knowledge on how consumer studies are applied in real life situations. The **Learning Path** is an exclusive project from MME-C that brings various companies and professionals to contact students right in their first period of study and presents the many roles a graduate in Consumer Studies may have.

Consumer, Technology, and Innovation (YSS31806) – 6 ECTS

This course explores the relationship between consumption and technology in addressing the world's grand challenges. It examines different multidisciplinary perspectives and provides practical examples to understand the impact and consequences of innovation in consumers' lives. Students participate in lectures and a group project, which is focused on current-days technologies, such as food waste prevention apps (Too Good To Go) or electric cars.

Advanced Consumer Studies (YSS33306) – 6 ECTS

Advanced Consumer Studies delves into how consumer sciences experts approach applied or scientific problems. The course focuses on developing conceptual frameworks for studying societal problems in consumer studies. Students including develop their own conceptual framework, which is discussed in weekly meetings. This course is also a great preparation for the master thesis, being able to develop the interest for a particular topic and research questions.

Sensory Perception (MCB30806) – 6 ECTS

The human senses are the consumer's window to the world. With real examples, this course teaches how sensory perception drives and affects consumer behaviour in the marketplace and how marketing offerings (products and services) can be designed to optimize the consumer's experience. The course consists of lectures and a group assignment with an interdisciplinary team aimed at new product development.

Advanced Qualitative Approaches for Consumer Studies (YSS37806) – 6 ECTS

This course covers techniques like interviews, focus groups, discourse analysis, and visual data analysis. Practical skills include using software, assessing validity, and presenting results. Through assignments, you apply chosen methodologies to real research questions, enhancing your ability to devise and implement detailed data collection and analysis strategies.

Advanced Survey Research (YSS37403) – 3 ECTS

In this course, we learn to design effective surveys, consider question structures, and understand sampling techniques' impact on data quality. Advanced quantitative data analysis, including techniques like partial least squares and structural equation modelling, is covered. The goal is proficiency in using these methods for independent survey data analyses.

Advanced Experimental Research (YSS37603) – 3 ECTS

This course focuses on designing meaningful experiments and extracting insights. Topics include types of experimental designs, avoiding external influences, and measuring dependent variables. Through practical work with scripts and relevant software, students gain proficiency in conducting and analysing experiments in consumer studies.

Electives:

You can design your own path in Consumer Studies! There are a lot of free spaces in the curriculum so you can tailor your programme by choosing from various subjects within the fields of communication, marketing, sociology, product development, product use, and law. Explore what interests you and build a skill set that fits your career and personal goals.

Thesis:

In the Consumer Studies master's program at WUR, your thesis is basically your chance to dive deep into a topic that gets you excited about how people interact with products, food, or services. Instead of just learning theories in class, you get to pick a real-world question you're curious about and dive deep into that.

The overall goal of the thesis is the development of research skills and the ability to analyse and present research results in a clear way. The thesis is the highest point of the master study program in which students will have to show that they are able to design and conduct social science research at an academic level and are able to theoretically reflect on a particular field of research relevant to the MSc programme at hand.

Examples of thesis:

- The effect of a default nudge in sit/standing behaviour and the spillover effect on walking during lunch time.
- A narrative to be continued: the effect of sustainability story endings on sustainable consumption, considering the arousal of discrete emotions.
- The factors that drive (sustainable) Christmas gift-giving.
- Influence of carbon footprint labelling on consumers' willingness to pay for a fashion item.
- True Price: investigating the role of construal level in the consumers' willingness to pay for True Price products
- The perception of Millennials on palm oil in snacks

Internship:

Doing an internship while chasing your master's in Consumer Studies is like taking a real-world ride through the fascinating landscape of consumer behaviour. You get to swap the classroom for a hands-on experience, with real projects and real responsibilities. At the same time, you'll be preparing yourself for the work environment and your future role as a consumer expert.

During your internship you'll also be reporting in your learnings, besides having the practical experience. Some examples of what our graduates have been doing:

- setting up a social media strategy to consumers for a startup.
- creating an overview of the current e-commerce performance of a company in the market and to advise the company on the next steps that should be taken to strengthen our online presence based on insights from literature combined with learnings in our market
- a critical analysis of the incorporation of sensory elements in a retail strategy.
- marketing internship & investigation on consumer behaviour of Generation Z and the effect of their behaviour on new concepts of a brand, also by looking at trends and developments in the industry.

WHERE ARE OUR GRADUATES NOW?

Consumer Studies offers a wide range of possibilities for graduates. The multidisciplinary perspective makes it possible for us to have real examples in many different spheres of application of the programme and the knowledge.



Brand manager:

- Leader to one or multiple people.
- Plans, organises and controls a brand.
- Product manager, brand manager and people manager.



Developing consumer market:

- Helping to develop new companies and sustainable markets in startups and scaleups.



Researcher:

- Acquiring and conducting research, may they be scientific or not.
- Create value for science, society, government and business as an academic or a private company researcher.



Consultancy:

- Specialised in a certain discipline.
- Uses their expertise to give advice to companies and persons



Educator:

- Creating educational programs that suit a target group.
- Also includes education of own staff within a company.