

**Consumer Psychology**  
**Prof. Francine E. Petersen**  
**HEC Lausanne, MSc. – Spring**  
**Friday, 8:30-12:00**

**Evaluation and Assignments for Doctoral Students:**

**First attempt**

1. 40% In-class presentation and discussion of articles (individual)
2. 60% Proposal and Final paper (individual)

Deadlines will be on the course's Moodle.

Note: All written work will be checked for academic fraud (cheating and plagiarism).

**Retake**

Students are allowed a second attempt to course evaluation, following the guidelines of the University.

Students are allowed to retake a justified missed evaluation.

1. 40% review of articles and preparation of discussion questions (individual)
2. 60% Proposal and Final paper (individual)

**Pitch and Final Paper:**

During the semester, you will choose a topic and formulate a research question(s) you would like to investigate. This can be built on one or more of your weekly ideas or it could be completely new. This will become your Final Paper.

At the end of the semester, each group will pitch their ideas to the class. To prepare for that, you will naturally have to read several papers on your chosen topic to contextualize your research question. Your pitch should include:

Topic: The general theoretical background you will be studying. You can choose any of the consumer psychology topics covered in the articles throughout the course. Include your motivation to study this topic. This motivation can be theoretical, such as when you identify a “theoretical gap”, or practical, such as when you are inspired by a market phenomenon that we don’t know much about. One way to approach this is to choose the topic first, then do a brief literature review summarizing the state-of-the-art (I encourage you to read ~15 articles at least). Having this overview of the literature will allow you to see “what we know and what we don’t know”, and then you can formulate your research question more precisely, which you will present next.

Research question: This is your main “idea”/ the “problem” you want to solve/ the main question you want to answer. Include key papers to support your idea. Note that to present your research question, you will have to read several papers on the topic and position your idea vis-à-vis previous research. This should show that the idea is new and contributing to the literature (i.e., we don’t yet have an answer for that research question from previous research, at least not immediately). You should also explain why it is important to examine this question (from a theoretical and/or practical perspective).

Literature review: After introducing the topic and contextualizing your research question, you will present an overview of the literature on that topic. Try as much as possible to integrate the papers you read. Also, try as much as possible to learn what these papers tell about your research question. Be mindful about the quality of the work you read and cite, and always check the original work.

Conclusion: What do you conclude? Do we “know enough” from the literature to “answer” your research question? Can you build a framework integrating the papers you’ve read to “answer” your research question?

If we “don’t know enough” from the literature yet, how do you think we can answer your research question (i.e., what would the next steps be)?

During the pitch, you will organically receive feedback from the professor and from the audience. You can then make adjustments to write your Final Paper. The pitch will be graded along with the Final Paper.

The **Final Paper** (due two weeks after the pitch) is the development of your presentation, including the feedback that you receive during the pitch. Your paper will follow a structure similar to that of the pitch, but you should develop the literature review in more depth. The final paper should be formatted like a typical academic article (abstract, introduction, theoretical background with sub-sections, method).

**Doctoral students** are expected to develop a **method** section aligned with your research question. For example, you should describe how to test your idea/hypotheses and how to analyze the data you would collect. The paper will not require data, only a detailed method description.

**Format:** Font: Times New Roman (or similar) size 12; Line spacing: single; Margins: “Normal” or “Moderate”; References: APA (easy to copy from Google Scholar); Length: maximum 10 pages.

**Note on Academic Fraud:** All written work will be checked for cheating and plagiarism and will not be accepted if the software indicates more than 5% of plagiarism.

Grading criteria for the Final Paper for **doctoral students**:

Was the pitch/ proposal clear and well-developed?	40%
Is the research question(s) clear and well-motivated?	15%
Is the literature review well and correctly summarized, using high quality research, and supporting your rationale?	15%
Is the paper well-written/well-formatted?	15%
Is the method proposed adequate for the research question(s)?	15%