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Writing a Master's Thesis in Behavioral Marketing

The table below shows for a student who begins studying in the fall which courses are mandatory in order to write a master's thesis in behavioral marketing under the supervision of Prof. Brendl.

Note that except for *Behavioral Science*, all courses have some other course as a pre-requisite, see below. If you believe you have taken other courses in the past that can replace these requirements, please contact me directly.

First Fall Semester	Spring Semester	Second Fall Semester
Behavioral Science	Psychological Theory in Consumer Behavior	Write your thesis
Consumer Behavior: Theoretical Foundations	Behavioral Marketing Seminar	
Econometrics (# 12036-01)		

Pre-requisite courses:

- For *Consumer Behavior: Theoretical Foundations*:
Being registered for *Behavioral Science* during the same semester or having passed it in a previous semester. Exceptionally, in the fall semester 2021 *Consumer Behavior: Theoretical Foundations* will not require a pre-requisite.
- For *Psychological Theory in Consumer Behavior*:
Having passed *Behavioral Science* and *Consumer Behavior: Theoretical Foundations*. If student demand is too high, having passed *Econometrics* is advantageous for being admitted to the course.
- For the *Behavioral Marketing Seminar*:
Being registered for *Psychological Theory in Consumer Behavior* during the same semester or having passed it in a previous semester. Having passed *Econometrics*.

In the past we have generally been able to meet the demand of students who fulfilled these pre-requisites. If student demand should be too high in the future, in admitting students we will take grades in these courses into account as well as other relevant course work that prepares you for behavioral research (e.g., statistics). The number of marketing courses taken is not a criterion.

The courses *Consumer Behavior: Marketplace Applications* and *Consumer Behavior: Theoretical Foundations* differ in that the former focuses on how to apply consumer behavior theory to managerial marketing problems and the latter focuses on understanding the theory itself as well as academic articles in general. These two courses are meant to be taken together and they complement each other.