Course for Ph.D. students
41st cycle (Nov 2025 – Oct 2028)

Research Methods in Consumer Studies: Applications for Healthy and Sustainable Behavior (1 ECTS)

Prof. Giovanni Sogari
University of Parma

Course language: **English**

Period: II semester

📅 21/07/2026
🕒 10 a.m. – 1 p.m.
📍 Room G – Pharmacy Building

📅 23/07/2026
🕒 10 a.m. – 1 p.m.
📍 Room G – Pharmacy Building

Prof. Sogari will share the registration form link in Spring 2026.

Course description

The course focuses on fundamental theoretical analysis of consumer behavior, and the application of these theories to real case studies. A central part of the course will focus on the methods used to collect and analyze data, providing participants with the tools needed to investigate consumer behavior in a scientific and evidence-based manner. Throughout the course, special emphasis will be placed on connecting each phase of the research process from theory to application.