

Food and Brand Lab Workshop

(Fall 2014)



110 Warren Hall
Wednesday 4:30-7:00

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One of the unique advantages of Business Management Program in the AEM Department is it provides students with an opportunity to become involved in research that pushes their thinking, develops new skills, and differentiates them on the job market or when applying to graduate school.

The purpose of the Food and Brand Lab Workshop is to provide students with an opportunity to develop an advanced understanding of consumers by involving them in collaborative, theory-based research related to food. Over the course of the year students will write an theoretical or empirically-based “mini-thesis” that will help develop the following transferable skills:

- A generalizable ability to generate useful insights about consumers
- Observational and quantitative skills to understand consumers
- The ability to answer “why” questions behind consumer behavior
- Basic data-base mining skills
- Inference abilities to look beyond data
- Developing research projects beyond initial findings
- Thinking of applications of behavioral research

The workshop is divided into two semesters (3 credits each, deferred in the Fall, both grades received in the Spring).

You can participate for one semester, or two (pending instructor approval).

Course Requirements and Evaluations

Fall Semester

Weekly Participation/Discussion + Assignments	25%
Lab Data Initiatives (approx.. five)	25%
Individual Project (Part I)	50%

Spring Semester

Weekly Participation/Discussion + Assignments	25%
Full Lab Data Initiatives (approx.. five)	25%
Individual Project (Part II)	50%

Weekly participation includes the completion of assignments for that week and active participation in class discussion. Assignments might include reading and critiquing academic articles, developing research, and answering discussion questions on assigned topics.

Full Lab Data Initiatives (5-10 per semester) involve the entire Lab collecting data or being involved in a study that is of immediate topical interest. Studies may take place in the lab or in the field. Written reports may be required for some of these studies.

Requirement overview:

1. Week to week topic readings in preparation for class discussion
2. Thought/discussion questions for class (submitted)
3. Literature review for field (10 double-spaced, 25 references)
4. Individual research suggestion (5 double-spaced pages)
5. Final paper each semester (20 double-spaced pages, can integrate lit. review + proposal or build on empirical research)
6. Study implementation (mall, field and lab studies, about five times during the semester, 3-5 hours each time)
7. Outreach pages for one existing and one future project
8. Research dissemination through various media

In the past, some students have also played valuable roles that they could integrate with the Vita, dealing with web-programming and content, web-search optimization, graphic design, photography, videography, video-editor, grant scouting and planning, intern liaison, public relations, social media outreach, public outreach.