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# Degree Program Documentation

## Master`s Program Master in Consumer Science

Part A

School of Management

Technical University of Munich

## General Information:

- Department: School of Management
- Program name: Master in Consumer Science (MCS)
- Degree: Master of Science (M. Sc.)
- Standard duration of studies (Credits):  
4 Semesters and 120 Credit Points (CP)
- Form of study: Full time, attendance program
- Admission: Aptitude Assessment
- Start Date: Winter semester (WS) 2018/2019
- Language: English
- Main Location: Munich, Weihenstephan (Freising)
- Additional Information:
- Responsible for the program:  
*Vice Dean of Academic Affairs*  
Prof. Dr. Jürgen Ernstberger  
*Academic Program Director*  
Prof. Dr. Jutta Roosen
- Contact for further questions: Prof. Dr. Jutta Roosen
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# 1 Objectives of the degree program

## 1.1 Purpose of the degree program

In a globalized and increasingly digitalized world, experts in consumer research are needed, who understand and analyze consumer phenomena from different disciplinary perspectives with the help of profound knowledge of qualitative and quantitative research. Based on this analysis they have to be able to develop solutions for entrepreneurial and social problems. Consumption phenomena include the actions and psychological processes of consumers in their environment from the perception of information before making a purchase, through the processes of purchase, to the use and disposal of products. Thus, they include the embedding of the consumer in market events and in social structures and processes. Knowledge of how consumers deal with technologies is of fundamental importance here. This concerns the possibilities of digitizing products and services as well as the consideration of technologies for sustainable and conscious consumption, not least in the area of housing (e.g. smart homes) and mobility (e.g. smart cities). It can be observed that products and services are becoming ever more closely linked through digitization, leading to attractive products and new business models. The Master in Consumer Science (MCS) aims to develop students into experts with a high level of research competence to analyze such phenomena, causes and consequences of consumer behavior. To take account of the complexity of modern consumer behavior, graduates are educated to classify consumer behavior on an individual, economic and social level. They are familiar with modern methods of qualitative and quantitative research and are consequently able to use suitable data sets, including large and unstructured ones, to describe consumer behavior and to develop solutions.

## 1.2 Strategic importance of the program

The TUM School of Management offers a comprehensive portfolio of study programs, including its Bachelor, Master and professional study programs. This reflects the idea of lifelong learning and implements the mandate of the Bavarian Higher Education Act („Bayerisches Hochschulgesetz“) to offer degree courses and professional education. In accordance with the strategic orientation of the TUM School of Management, all programs include an international management education at the interface of management, engineering, natural sciences and/or life sciences with a strong entrepreneurial focus.

The aim is to provide graduates with a well-grounded, internationally oriented management education and an understanding of engineering, natural sciences or life sciences to take on responsible roles in business and society. This is promoted for instance by the active memberships of professors of the TUM School of Management in numerous academies and advisory boards, which are concerned with important decisions in science, management and society.

The content of the programs varies according to the different admission requirements, the individual educational background of the applicants and the qualification profile of the respective program. The programs of the TUM School of Management can be divided into three categories:

(1) Interdisciplinary management programs with a focus on engineering, natural and life sciences: These include the bachelor's degree program in *Management and Technology* at the Munich campus and the Heilbronn campus, the bachelor's and master's degree programs in *Sustainable Management and Technology* at the Straubing campus, and the master's degree programs in *Management and Technology*, *Consumer Science*, and *Finance and Information Management* at the Munich campus.

(2) Programs providing a basic management education for students with a technical or scientific first degree: This category includes the master's degree programs *Management* and *Management* at Heilbronn campus.

(3) Programs in the field of executive education: The area of Continuing Education and Lifelong Learning is structured analogously to this strategy. In the part-time Executive MBA programs for experienced professionals with leadership responsibility, participants are developed into effective and responsible managers by broadening their knowledge, expanding their skills and developing their personality. The Master's program in Management & Innovation and the other planned continuing education programs expand the program portfolio to address the target group of young professionals with initial work experience and (yet) no management experience. The certificate programs are subject-specific programs for the further development of both experts and managers. They are offered on a part-time basis and are set up specifically for the company in the Customized Programs area.

Against this background, the study program portfolio of the TUM School of Management is structured as shown below in Figure 1.

	MUNICH	HEILBRONN	STRAUBING
<b>Bachelor's Programs</b>	Bachelor in Management & Technology (B.Sc.)	Bachelor in Management & Technology (B.Sc.)	Bachelor in Sustainable Management & Technology (B.Sc.)
<b>Master's Programs</b>	Master in Management & Technology (M.Sc.)		Master in Sustainable Management & Technology (M.Sc.)
	Master in Consumer Science (M.Sc.)		
	Master in Finance & Information Management (M.Sc.)		
<b>Young Professional Program</b>	Master in Management & Innovation (M.Sc.) Double Degree HEC	Master in Management & Innovation (M.Sc.) TUM Track	
	Executive MBA (MBA)*		
<b>Executive MBA programs</b>	Executive MBA in Business & IT (MBA)*		
	Executive MBA in Innovation & Business Creation (MBA)*		

\* Part-time Study

Figure 1: Study programs offered by the TUM School of Management: Bachelor's program (dark blue), Master's programs (gray), Master's program with work experience (light blue), Master's programs with work experience requiring payment (green).

## 2 Qualification profile

As experts in consumer research, graduates of the Master's program in Consumer Science can understand the phenomena of consumption from different disciplinary perspectives and analyze them with the help of sound knowledge of qualitative and quantitative research. On that basis, they are capable of developing solutions for entrepreneurial and social problems.

The qualification profile complies with the requirements of the Qualifications Framework for German Higher Education Qualifications (Hochschulqualifikationsrahmen – HQR) according to the resolution of the German Rectors' Conference and the Conference of the Ministers of Education and Cultural Affairs of 16.02.2017. According to the HQR, the qualification profile of the Master Consumer Science can be defined on the basis of the requirements (I) Knowledge and Understanding, (II) Use, Application and Generation of Knowledge, (III) Communication and Cooperation and (IV) Scientific Self-conception/Professionalism. The formal aspects according to HQR (entrance requirements, duration, degree options) are detailed in chapters 3 and 6 as well as in the corresponding subject examination and study regulations.

### *Knowledge and understanding*

To acquire the qualification profile, graduates first develop in the area of knowledge and understanding a sound theoretical basis on which they can investigate consumer behavior. They understand different psychological and economic approaches to analyze consumer behavior and are able to transfer these into suitable empirical study concepts.

On the one hand, they analyze the consumer as an individual with psychological approaches. On the other hand, they perceive the consumer from the company's point of view. Here economic knowledge and a macro-oriented and social point of view (e.g. based on economic or social-scientific considerations) are the basis. To do so, graduates of the Master's program in Consumer Science have specialized knowledge of qualitative and quantitative consumer behavior research and analysis, which they have deepened by building on their previous knowledge of the fundamentals of research methodology (statistics, empirical social research). In addition, they have advanced knowledge of business and economic contexts and can draw on a critical understanding of the fundamental theories and approaches in these subject areas from their previous education.

Graduates of the Master's program are able to analyze consumer research problems and develop appropriate solutions, especially when working with large data sets that reflect consumer behavior in its diversity (e.g. scanner data, household panels, self-tracking, social media usage). They can utilize methods of applied statistics for this purpose. They meet challenges in dealing with large data sets through their scientific working methods. They acquire their knowledge and understanding of consumption processes through inquiry-based learning, which at the same time transfers methodological skills in empirical social research.

Graduates can describe, investigate and classify phenomena at the interface between consumer behavior and technology. They have learned to apply theoretical and methodical knowledge, as described above, in a project context. The students can deepen the knowledge in their technology focus individually according to their previous education and their preferences. Depending on the choice of subjects in the mobility window, graduates have a more management-oriented,

interdisciplinary or international profile. To this purpose, graduates are skilled in business management, either broadly or with a disciplinary focus (e.g. marketing, innovation, or economics).

#### *Use, application and generation of knowledge*

Graduates of the Master's program in Consumer Science are characterized by their advanced research and methodological skills and their application of these skills. They can identify research questions of the underlying disciplines, develop appropriate research designs and justify the choice of design. Graduates are able to implement chosen research designs in practice and translate them into appropriate results. They transfer their knowledge to specific areas and problems of consumer research. They can justify for their approach logically and interpret and communicate their results in a scientifically adequate manner. This enables them to develop and classify innovative science-based solutions to consumer behavior problems.

#### *Communication and cooperation*

Graduates will be able to contribute to the social discourse on the role of consumers. They have learned to involve different stakeholders from business and politics and can also use their knowledge of dynamics in group discussions. During their studies, they gain the competence to develop solutions within a team. They can name and classify potential conflicts arising from the freedom of individual consumers in the context of overall societal objectives, e.g. sustainability, and develop solutions.

The program is offered as an international study program and provides graduates with the necessary skills for the analysis of culturally influenced consumer phenomena, which are of growing importance in a globalized world. Furthermore, they are capable of undertaking management tasks in the context of complex and internationally oriented projects with a business orientation. They are experienced in the use of digital collaboration tools and are able to use them effectively.

Graduates fluently communicate with international clients, employers and colleagues in English, on a level that is fit for negotiations in a professional context.

#### *Scientific self-conception/professionalism*

Graduates develop their self-image as a consumer scientist. To this end, they understand consumers as self-determined people who carry out their actions in the context of internal and external driving forces and shape the consumer society. Graduates use their theoretical and methodological knowledge of consumer science to reflect responsibly on individual, corporate and social actions and to further develop their own professional actions. They can design and classify alternative development paths on these three levels and take steps to implement them.

Furthermore, graduates of the Master's program have acquired the competence to make independent use of their professional decision-making skills. They can set a goal based on their strengths, weaknesses and interests and work towards it. In addition, they have proven they can work on projects with endurance.



## 3 Target Group

### 3.1 Target Group

The program targets graduate of Bachelor's programs in management sciences (business administration and economics) as well as Bachelor's programs in psychology, sociology and communication sciences.

### 3.2 Prior knowledge of applicants

Successful applicants have a Bachelor's degree in business administration, social sciences or communication sciences. In this way, it is ensured that they have knowledge of the theories that are relevant to the Consumer Science program, which, in view of the interdisciplinary study program profile, feed from various specialist disciplines. Graduates of a Bachelor's in management are expected to have knowledge of business administration, management and economics. Alternatively, graduates of social and communication science courses must present knowledge in the theories of these disciplines and basics in the field of consumer behavior. Irrespective of their previous education, all successful applicants have a very good command of English and are characterized by a high level of interest in consumer science research issues. They have proven basic knowledge in research methods of empirical social research. They can identify a research question, research relevant scientific literature to answer the question and reflect research results. Graduates of a higher education institution or university from selected countries that have not signed the Lisbon Convention are also required to provide proof of professional knowledge in the form of a "General Management Admission Test" (GMAT).

### 3.3 Target figures

Since an aptitude assessment process is carried out to find suitable applicants for the Master in Consumer Science, no exact target number can be stated. However, the program is generally designed for annual cohorts of around 50 enrolled students. This cohort size makes it possible to integrate intensive exercise elements in the compulsory modules to support research-based learning. As the development of applicant and student numbers for MCS in Figure 2 shows, the interest in a program on consumer research topics continues to increase, also in an international environment. The short-term changeover to classroom instruction meant that a large number of international students were unable to start their studies in the winter semester of 2021/2022. This explains a slight decrease in the number of actual entrants.

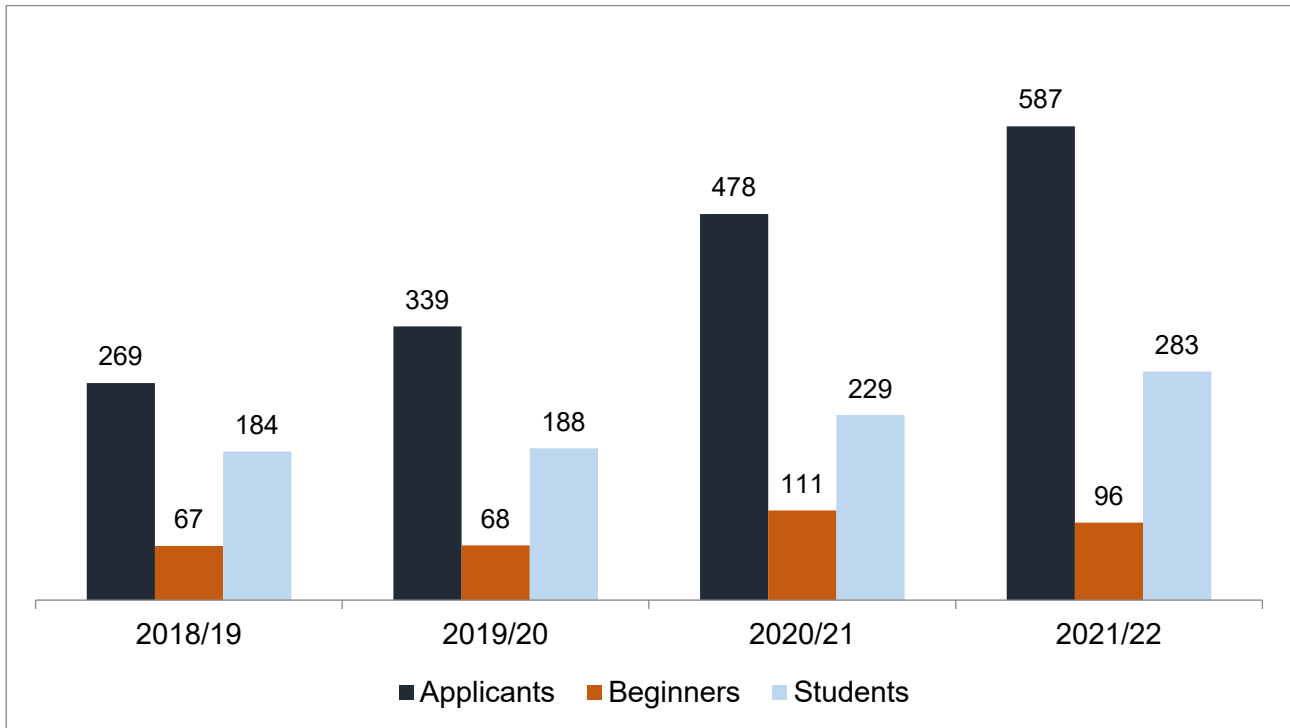


Figure 2: Development of applicants and student numbers in the Master of Consumer Science of winter semester 2018/19 to winter semester 2021/22. The numbers of applications, students in the first semester and total students (first and higher semesters) are shown for each academic year.

## 4 Demand analysis

The master's degree program qualifies experts in consumer research who are employed in particular in the marketing and innovation departments of companies and in market research institutes. The following demand analysis (based on the experiences of the Career Center of the TUM School of Management, individual opinions from business contacts, large-scale studies as well as the opinions of graduates of the previous Master of Consumer Affairs program) comes to the clear conclusion that supply and demand on the market for graduates of this program are very high.

The current trend towards digitalization also affects the consumer goods industry. Because graduates of this study program are educated in the environment of a technical university, they are particularly suitable for the corresponding working fields in the consumer goods industry. Jobs in the consumer goods industry, for which graduates with an interdisciplinary background such as MCS are excellently suited, can be found, for example, in market research or consumer insights, in marketing and product management, in the area of IT and project management, in corporate communications, in product development as well as in the area of consulting. In all cases, employees with knowledge in two or more of the disciplines treated at MCS (economics and social sciences, psychology) are required.

*Exemplary fields of activity are:*

- Market research and consulting;
- Marketing strategy management: strategy development in a start-up or established company with regard to target group identification and analysis as well as market positioning;
- Product management or analytics, especially in life sciences companies: knowledge of consumer behavior and characteristics and marketing tools, support of product development with a focus on sustainability and demand;
- Project management: management of an innovative project (such as analysis of Big Data in the field of consumer research or introduction of a new product / new technology) within a company (intrapreneurship);
- Entrepreneurship: self-employment or founding a company in the field of market research, consulting or product development;
- Collaboration or leadership positions in public authorities on the topic of consumer protection or in the area of economic development for various economic sectors, processes and actors (city, municipality, state).

Graduates of the program integrate the consumer perspective into organizations. As experts in consumer research, they are educated to fill positions in the following three fields of demand in the job market: (i) market and consumer research, (ii) manufacturing companies (e.g. in the automotive and technology industry or in the food and health sector) and (iii) service companies. From an economic point of view, the market and social research sector is of immense importance: The Professional Association of German Market and Social Researchers (Berufsverband Deutscher Markt- und Sozialforscher e.V. – BVM) alone has 1,300 members. The industry turnover of the market research institutes based in Germany amounted to around 2.3 billion euros in 2011; this

corresponds to 0.1% of the gross domestic product. In addition, around 70 member institutes are organized in the Working Group of German Market and Social Researchers (Arbeitskreis Deutscher Markt- und Sozialforscher – ADM According to an industry survey carried out in 2008, BVM puts the number of people involved in market and social research in Germany at around 56,000. 14,100 of these were involved in institutional market research and 42,000 in operational market research. ADM's 2020 annual report indicates 12,100 permanent employees at its member companies.

Graduates of the Master in Consumer Science program at the TUM School of Management can make a significant contribution to consumer research thanks to their solid analytical skills and their understanding of business and economics as well as social relationships. These skills, combined with the competences in the field of data analysis acquired during the studies, increase the attractiveness of the graduates of this study program for manufacturing companies as well as for the service sector, that face new challenges due to digitization. The service sector is the largest and fastest growing economic sector in Germany. In 2020, around 65% of total added economic value was generated in the service sectors. The manufacturing industry continues to be a central sector of the German economy, although its importance has declined in recent years compared to the service sector. The contribution of the manufacturing sector to value added amounts to about one third.

The Career Center of the TUM School of Management, who are in regular contact with personnel managers, employees as well as the boards of directors of the partner companies of the TUM School of Management, also confirm that there is a high demand for consumer science graduates. In addition, contacts of HR and Recruiting have repeatedly praised the TUM School of Management's commitment in its overall strategy until 2021 to educate individuals who will be involved in solving major social challenges. This also includes the transformation of the consumer goods industry, especially in the food and health sectors. The Annual Global CEO Survey by PWC, as summarized below, provides details and reasons for the need for specialists in the consumer goods sector.

In addition to these individual opinions of representatives from business and the Career Center of the TUM School of Management, various employer surveys and studies also confirm these assessments:

The Staufenbiel Institute has confirmed in a recent study from 2016 that there is a high demand for educated consumer science graduates:

With around 170,000 products, the food supply in Germany is more diverse than ever before. At the same time, consumer expectations are rising. This means a demanding competition in a globally integrated food chain for companies in the food industry. Their most important buyer is the food retail trade, which supplies German consumers with food and beverages in around 95,000 stores. This requires intensive cooperation in the food chain and complex logistics.

Lastly, an equally recent study by the auditing company PWC (PWC's 24th Annual Global CEO Survey, 2020) supports the good prospects for the labor market in the consumer goods industry:

90% of managers surveyed in this industry expected their sales to increase in 2015. In order to grow, more and more CEOs are looking for expansion opportunities in other industries or cooperation possibilities. This optimism and the stable economic situation in Germany create a large number of jobs: In the food industry alone, more than 550,000 employees work in around 6,000 companies in Germany.

Another result of this study, based on 358 top managers interviewed, is the following:

The consumer goods industry is facing a major change: climate change and scarcity of raw materials have an influence on not only the companies themselves, but also the consumers. Consumers now expect manufacturers to produce sustainably and in a socially responsible manner. Companies are prepared to adapt to consumer expectations. For instance, 58% of decision-makers are convinced that environmental factors have an influence on customer expectations. 41% plan to orient their business more towards ecological and social criteria, and 35% want to offer sustainable products and services. "Public pressure has increased enormously," says Gerd Bovensiepen, Head of Retail and Consumer Products at PWC. "In our study, 84% of CEOs in the consumer goods industry say that stakeholder expectations have never been higher than they are today."

The graduates of the program are prepared for these developments through lectures on current topics, a strong practical orientation and the strategic orientation of the TUM School of Management in teaching and researching to the great social challenges.

Our own alumni survey of graduates of the Master in Consumer Affairs program and the first cohort of the Master in Consumer Science program confirms the results presented, which can be applied to the Master in Consumer Science program. For 50% of the graduates of the MCA and MCS programs, it took less than one month from the start of their application phase to begin their first employment. 11.8% of the graduates work in other European countries. The job marketability of the graduates can thus be rated as high and is further enhanced by the teaching of international management skills, by experience in dealing with other cultures, and by the explicit promotion of English language skills and digital skills for employment in internationally oriented or foreign companies.

The outbreak of the Covid-19 pandemic in 2020 initially caused a major drop in the consumer goods sector due to fear of contagion and also due to ordered lockdowns. Almost two years after the outbreak of the pandemic, however, it is foreseeable that, although the pandemic will have a drastic impact in some cases, it will also open up completely new fields of activity and research, and that instead of a complete collapse, there are more likely to be changes in consumer behavior.

An article published by Forbes in the fall of 2021, for example, uses the data now appearing from 2020 to show that Covid-19 caused significant shifts in consumer behavior and that the effects are likely to be long-lasting.<sup>1</sup> It is also clear from a study commissioned by Deloitte on the behavior of German consumers that there have been pandemic-related shifts in consumer behavior.<sup>2</sup> The study also shows that an evaluation of actual consumer behavior now appears not to confirm some of the developments assumed at the beginning of the pandemic, or not to the extent expected. In turn, an article by McKinsey & Company on this topic shows that some industries even experienced a so-called "boom" as a result of the pandemic.<sup>3</sup> The same article also explains that traditionally, after

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<sup>1</sup> „Consumer data from 2020 is rolling in, and the numbers are telling. Covid-19 drove major shifts in consumer behavior that will likely have lasting effect.“, from: <https://www.forbes.com/sites/forbesagencycouncil/2021/09/21/powerful-consumer-trends-to-watch-in-2021/?sh=74885647a2ed>, accessed 12/09/2021

<sup>2</sup> <https://www2.deloitte.com/de/de/pages/consumer-business/articles/consumer-behavior-study-covid-19.html>, accessed 12/09/2021

<sup>3</sup> <https://www.mckinsey.com/featured-insights/leadership/the-next-normal-arrives-trends-that-will-define-2021-and-beyond>, accessed 12/09/2021

every economic slump, there were so-called "revenge shopping" activities, in which consumer behavior rose sharply again.

One conclusion from the McKinsey article, for example, highlights that the Covid-related developments have shown that companies that have not yet learned to reach their customers in innovative ways had better learn to do so quickly so as not to be left behind.<sup>4</sup>

This is also supported by a statement in the Forbes article cited earlier:

„To understand and respond to consumer trends, it's important to examine the underlying patterns that power a new approach to life, work and buying..<sup>5</sup>

To this end, graduates with excellent consumer science skills are needed – perhaps more urgently than ever in the face of global challenges such as increasing digitalization and internationalization, heightened awareness of resource scarcity and the need for sustainability, but also in view of the disruption of supply chains and consumer behavior by events with global impact such as customs strikes, militant conflicts, environmental disasters or pandemics.

In summary, the following can be determined: The experiences of graduates of the MCS program as well as the assessment of the TUM School of Management Career Service and current assessments of representatives from the industry confirm very good prospects on the labor market.

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<sup>4</sup> „The implication is that brands that haven't figured out how to reach consumers in new ways had better catch up, or they will be left behind.“, from <https://www.mckinsey.com/featured-insights/leadership/the-next-normal-arrives-trends-that-will-define-2021-and-beyond>, accessed 12/09/2021

<sup>5</sup> „To understand and respond to consumer trends, it's important to examine the underlying patterns that power a new approach to life, work and buying.“, from: <https://www.forbes.com/sites/forbesagencycouncil/2021/09/21/powerful-consumer-trends-to-watch-in-2021/?sh=74885647a2ed>, accessed 12/09/2021

## 5 Competitor analysis

### 5.1 External competitor analysis

A recent evaluation of international and national offerings shows a high proliferation of undergraduate programs in consumer sciences and related fields. New programs and priorities created in recent years focus mostly on the analysis of large data sets made possible by digitization. With its focus on data analytics and interdisciplinary research into consumer behavior, the MCS, thus, occupies an important strategic future niche in the field of consumer science.

The increasing importance of the field of Consumer Science is reflected in the recent sharp rise in the number of applicants for the Master's in Consumer Science. Applications received in TUMonline have more than doubled from 269 in 2018 to 587 in 2021. The reformation of the previous MCA into the current MCS with an even stronger profile on methodological research competence in the field of consumer science has certainly contributed to an increase in attractiveness.

The global range of consumer-oriented programs is very diverse. The following list shows that these courses of study have extremely different focuses in consumer research, so that the courses themselves and the universities are very heterogeneous:

*Classical household and family-related consumer sciences:*

- Human Ecology: Consumer Behavior and Family Economics (University of Wisconsin-Madison), Madison, Wisconsin, United States
- Family and Consumer Sciences (Iowa State University), Ames, Iowa, United States
- Consumer Behavior; Family and Consumer Economics (Purdue University), West Lafayette, Indiana, United States
- Agricultural and Applied Economics (University of Illinois at Urbana-Champaign), Urbana, Illinois, United States
- Consumer Sciences (Ohio State University), Columbus, Ohio, United States

*Study programs with focus on Marketing and Data Analytics:*

- Business with Consumer Psychology (Bangor University), Bangor, United Kingdom
- Consumer Analytics and Marketing Strategy (University of Leeds), Leeds, United Kingdom
- Consumer Behaviour (Goldsmiths, University of London), London, United Kingdom
- Data Science and Marketing Analytics (Erasmus University Rotterdam), Rotterdam, the Netherlands
- Management, Economics and Consumer Studies (Wageningen University), Wageningen, the Netherlands
- Marketing (Aarhus University), Aarhus, Denmark
- Marketing Analytics (Tilburg University), Tilburg, the Netherlands
- Marketing Science (Nanyang Technological University), Singapore, Singapore

- Marketing and Consumption (University of Gothenburg), Gothenburg, Sweden
- Marketing, Vertiefung Marketing Research mit Schwerpunkt Data Science (FAU Erlangen-Nürnberg), Nürnberg, Germany
- Market Research and Consumer Behavior (IE Business School), Madrid, Spain

Compared with the study programs listed above the profile of the MCS is largely unique, especially in the combination of its interdisciplinarity, focus on research competence and scope of the topics covered. Closest to the MCS are the Master's programs at Aarhus University and Wageningen University, both of which we have Erasmus agreements with. At these two locations, there is a great experience in teaching and many years of cooperation with companies in the field of consumer sciences.

In addition, there are a large number of marketing programs with a focus on market research and data analytics (e.g. Tilburg, Leeds, Nuremberg) with new additions in Rotterdam and Madrid, for example. However, most of these remain exclusively located in a business context or focus solely on quantitative analyses without a theoretical foundation on consumer behavior. They also do not represent a consumer science that explores further interdisciplinary connections to politics and society. The same applies to courses of study that investigate the psychological foundations of consumer behavior, while also remaining strongly at the individual level and not investigating consumer behavior on a broader empirical basis, for example by analyzing household panel data (e.g. Bangor, Goldsmiths).

## 5.2 Internal competitor analysis

The other schools and faculties of the Technical University of Munich do not offer a comparable degree program to the Master's program in Consumer Science. In terms of content, economics is the cornerstone of the Master's program. They provide the theoretical and methodological foundation for consumer and consumption research. In addition to economics, (social) psychology, politics and ethics also play a decisive role in the comprehensive treatment of the inter-disciplinary character of consumer research. This interdisciplinary approach distinguishes the MCS significantly from general business studies courses and even more from the Master in Management & Technology with its strong technical components.

Synergies are exploited through the master's program "Sustainable Resource Management" that is offered at the campus in Weihenstephan. Thus, the TUM-internal cooperation offers the students of the Master in Consumer Science, who are characterized by a focus on economics and social sciences, the possibility of an interdisciplinary supplement. Since the above-mentioned courses target applicants with an interdisciplinary or scientific background, the programs do not compete for the same group of applicants.

The Master's program Science and Technology Studies of the Munich Center of Technology in Society is dedicated to important questions of the future such as the energy revolution, automated mobility or data security, and therefore is thematically close to the MCS. However, most of the scientific approaches are derived from the humanities and social sciences (e.g. philosophy, history and political science) and thus differ fundamentally from the approach of the MCS with its focus on consumers and consumer phenomena as well as the mediation of economic theory and research competencies.



## 6 Structure of the degree program

The degree program aims to educate experts in consumer research who examine phenomena of consumption on a broad theoretical basis with sound methodological knowledge. To achieve this qualification goal, the degree program is divided into three compulsory areas (compulsory modules, project studies and master's thesis) and two elective areas (management focus and elective area in Consumer Science and Technology). Students acquire the core competencies of the qualification goal *Knowledge and Understanding* in the compulsory modules (24 credit points) of the first two semesters. Here, the focus is on theoretical and methodological research skills. The modules Consumer Behavior, Consumer Behavior Research Methods and Consumer Analytics & Big Data are specifically related to consumer behavior, while the module Qualitative and Quantitative Methods in Consumer Research trains the strong research skills in the study profile. This compulsory area also serves to establish the student's self-image as a consumer scientist.

Based on the theory and methodological knowledge gained in the compulsory area, students subsequently have the opportunity to deepen their knowledge in one of the following management specializations (24 credit points):

- Innovation & Entrepreneurship,
- Management & Marketing,
- Economics & Econometrics.

The range of specializations is derived from the competence areas of the TUM School of Management that are relevant for the qualification profile of future experts in consumer research. While the specializations Innovation & Entrepreneurship and Management & Marketing look at consumer phenomena from two different, business-oriented perspectives, the specialization Economics & Econometrics focuses on them in their economic and societal context. In order to be able to meet the diversification of the job market's requirement profiles, students have the alternative option, in addition to the choice of a specialization, of selecting modules amounting to 24 credit points from the total range of the three management specializations. All students are required to take at least one module worth 6 credit points as an Advanced Seminar (of the respective specialization or overall management area) as part of their management area. This ensures that all students deepen their knowledge in scientific work. In the interest of optimal preparation for the master's thesis, it is recommended that this module be attended after the other courses have been taken.

The core competencies are deepened in an exemplary manner within the framework of the focus options and the elective areas and placed in an application context. These include, on the one hand, the obligatory but individually designed project and the elective area. In a practice or research-oriented project (Project Studies in Consumer Science & Technology, 12 credit points), students learn to apply the core competencies they have acquired in a non-academic field of activity. Students broaden their interdisciplinary profile and knowledge with 30 credit points in modules of the elective area Consumer Science and Technology. Students can choose to deepen their knowledge of management subjects or to take technical and scientific subjects from the entire range of courses offered at TUM. Alternatively, these 30 credit points can be earned abroad. Thus, students have the opportunity to acquire interdisciplinary and/or intercultural competencies as well as to form and sharpen their own profile.

The study program is finalized by the completion of a Master`s Thesis. With their Master`s thesis, students prove that they can deduce a research question in a theoretical and methodologically well-founded way, conceive a research design, collect and analyze data and interpret the results in context. They learn to reflect on scientific questions, methods, research projects and research results.

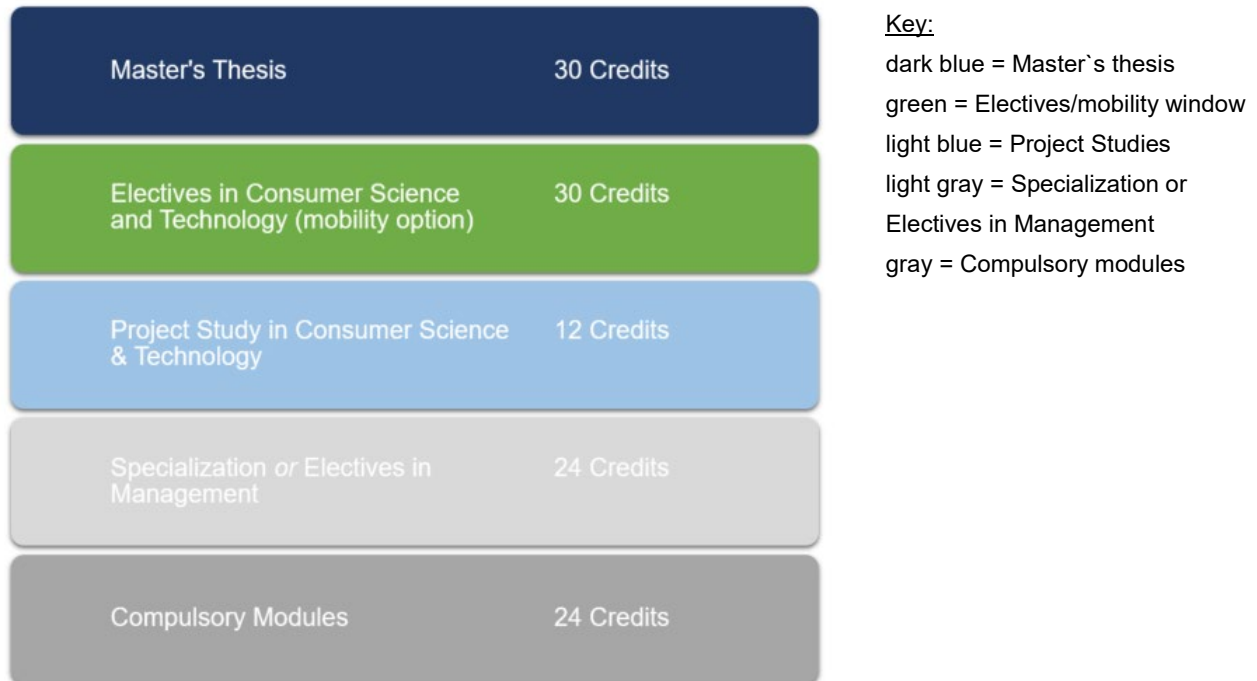


Figure 3: Structure of Master`s degree Consumer Science with distribution of credits to the different areas of the program

Semester	Module					Credit Points/ Number of exams
1.	Consumer Behavior  WI000739  (compulsory module) written exam 6 CP	Qualitative and Quantitative Methods in Consumer Research  WI001174  (compulsory module) written exam 6 CP	Consumer Behavior Research Methods  WI001175  (compulsory module) written exam 6 CP	Competition Law and Entrepreneurial Strategies  WI001291  (elective) project assignment 6 CP	Artificial Intelligence in Theory and Practice  POL60200  (elective) project assignment 6 CP	30/5
2.	Consumer Analytics & Big Data  WI001178  (compulsory module) written exam 6 CP	Advanced Seminar Innovation & Entrepreneurship: Ideation & Venture Creation  WIB18812_1  (elective) seminar paper 6 CP	Lead User Projekt  WI000116  (elective) project assignment 6 CP	Advanced Statistics  SG810003  (elective) written exam 6 CP	Project Studies in Consumer Science & Technology  WI900686  (required module)	30/4
3.	<b>Mobilitäts- fenster</b> Sustainable Entre- preneurship - Getting Started (Life Sciences)  WI001165  (elective) project assignment 6 CP	Visual Data Analytics  IN2026  (elective) written exam 5 CP	Advanced Seminar in Behavioral Economics  CS0123  (elective) seminar paper 7 CP	Technology Entrepreneurship Lab  WI000813  (elective) project assignment 6 CP	project assignment and presentation  12 CP	30/5
4.	Master's Thesis  WI900766  30 CP					30/1

Key: dark gray = compulsory module, light gray = Management specialization, green = Elective, light blue = Project study, dark blue = Master's Thesis

Figure 4: Exemplary study plan for choice of Management specialization Innovation & Entrepreneurship

Semester	Module					Credit Points/ Number of exams
1.	Consumer Behavior  WI000739  (compulsory module) written exam 6 CP	Qualitative and Quantitative Methods in Consumer Research  WI001174  (compulsory module) written exam 6 CP	Consumer Behavior Research Methods  WI001175  (compulsory module) written exam 6 CP	Marketing Compliance  WI000817  (elective) written exam 6 CP	Consumer Economics & Policy  WI000740  (elective) written exam 6 CP	30/5
2.	Consumer Analytics & Big Data  WI001178  (compulsory module) written exam 6 CP	Advanced Seminar Marketing, Strategy & Leadership: Advances in Consumer Research  WIB08001  (elective) presentation 6 CP	Luxury Marketing  WI001140  (elective) presentation 6 CP	Advanced Microeconomics  WI00100  (elective) written exam 6 CP	Project Studies in Consumer Science & Technology  WI900686  (required module)	30/4
3.	<b>Mobilitäts- fenster</b>  Strategies in MNEs  WI001128  (elective) written exam 6 CP	Sustainable Entre- preneurship - Getting Started (Life Sciences)  WI001165  (elective) project assignment 6 CP	Value-based Business Strategy & Innovation  WI001195  (elective) presentation + written exam 6 CP	Microeconomic Methods for Big Data  (MGT001312)  (elective) written exam 6 CP	project assignment and presentation  12 CP	30/5
4.	Master's Thesis  WI900766  30 CP					30/1

Key: dark gray = compulsory module, light gray = Management specialization, green = Elective, light blue = Project study, dark blue = Master's Thesis

Figure 5: Exemplary study plan for choice of Management specialization Management & Marketing

## 7 Organizational affiliation and responsibilities

The master's degree program in Consumer Science is offered under the leadership of the TUM School of Management. The program is taught at the Munich campus and the Weihenstephan campus. The teaching within the individual components of the program is provided by the faculties or schools of TUM.

Program responsibility and coordination are the responsibility of the Vice Dean of Academic & Student Affairs of the TUM School of Management, who is supported by the School Office. The Academic Program Director is also responsible.

At the level of the degree program, the Master's Examination Board and the Aptitude Assessment Committee of the TUM School of Management should also be mentioned. The Master's Examination Board of the TUM School of Management is responsible for the clarification of examination-related matters, whereby the recognition of examination achievements can be delegated to module supervisors at the locations. The Aptitude Assessment Committee is responsible for the proper execution of the aptitude assessment.

Information on the degree program is published on the website of TUM School of Management ([www.wi.tum.de](http://www.wi.tum.de)).

Central administrative tasks are performed by the School Office of the TUM School of Management, in particular the divisions Admissions & Program Coordination, Undergraduate and Postgraduate Education, Quality Management and Marketing, in coordination with the Vice Dean of Academic & Student Affairs, the Academic Program Director and the relevant committees and commissions.

For administrative aspects of the study organization, both the central areas of the TUM Center for Study and Teaching (TUM CST) and institutions of the school are responsible (see following overview):

- General Study Counseling:
  - Center for Study and Teaching (CST),  
Department of Academic Advising and School Programs  
Provides information and counseling for:  
Prospective students and students  
(via Hotline/Service Desk)  
E-mail: [studium@tum.de](mailto:studium@tum.de)  
Phone: +49 (0)89 289 22245
  
- Subject Academic Advising:
  - TUM School of Management – Program Management, Sanne Verheij  
E-mail: [studentcounseling\\_master@mgt.tum.de](mailto:studentcounseling_master@mgt.tum.de)  
Phone: +49 (0)89 289 - 25078
  
- Counseling study abroad / internationalization:
  - Central: TUM Global & Alumni Office  
E-mail: [globaloffice@tum.de](mailto:globaloffice@tum.de)
  - Decentral: TUM School of Management – International Office

Gabriella Loparco (Student Exchange Programs:  
Outgoing – Europe, Freemover, Internships)  
E-mail: outgoing@mgt.tum.de  
Phone: +49 (0)89 289 25036

Anna-Lena Köttig (Student Exchange Programs:  
Outgoing – NON-EU, Summer and Winter Schools)  
E-mail: outgoing@mgt.tum.de  
Phone: +49 (0)89 289 25847

Miriam Mahler (Joint International Programs)  
E-mail: jip@mgt.tum.de  
Phone: +49 (0)89 289 25079

Zuzana Zechovska  
(Student Exchange Programs: Incoming exchange  
students)  
E-mail: incoming@mgt.tum.de  
Phone number: +49 (0)89 289 28185

- Women's representative: TUM School of Management  
Dr. Christian Feilcke  
E-mail: christian.feilcke@mgt.tum.de  
Phone: +49 (0)89 289 25706
- Counselling for barrier-free studies: Central: Service point for disabled and chronically ill  
students and prospective students (TUM CST)  
E-mail: handicap@zv.tum.de  
Phone number: +49 (0)89 289 22737  
Decentral: TUM School of Management, Sandra  
Lütkemeyer  
E-mail: sandra.luetkemeyer@tum.de  
Phone number: +49 (0)89 289 - 25086
- Application and matriculation: Central: Application and matriculation  
(TUM CST)  
E-mail: studium@tum.de  
Phone: +49 (0)89 289 22245  
Application, matriculation, student card, leave of  
absence, confirmation, exmatriculation,
- Eligibility and aptitude assessment: Central: CST, Application and Enrollment  
Department (TUM CST)  
Decentral: TUM School of Management,  
Silvana Rueda Urrea  
E-mail: admission@mgt.tum.de  
Phone: +49 (89) 289 - 25543

- Tuition and scholarship: CST, Department Tuition and scholarships  
E-mail: [beitragsmanagement@zv.tum.de](mailto:beitragsmanagement@zv.tum.de)  
Scholarships and semester fees
- Central Examination matters: CST, Department of Central Examination Matters,  
Graduation Documents, Examination Notices,  
Graduation Certificates
- Decentralized examination administration:  
  
TUM School of Management  
Grade Management TUM Campus München,  
Riliana Treu  
E-mail: [grademanagement@mgt.tum.de](mailto:grademanagement@mgt.tum.de)  
Phone: +49 (89) 289 - 25082
- Examination Board: President: Prof. Dr. Joachim Henkel  
Secretary: Dr. Christian Feilcke
- Quality management study and teaching:  
Central: Study and Teaching –  
Quality management (TUM CST)  
<https://www.tum.de/studium/tumcst/teams-cst/>  
Decentral: TUM School of Management  
Vice Dean of Academic & Student Affairs:  
Prof. Dr. Jürgen Ernstberger  
QM-Representative: Mattia Marchesini  
E-mail: [akkreditierung@mgt.tum.de](mailto:akkreditierung@mgt.tum.de)  
Phone: +49 (0)89 289 28189  
Organization QM-Circle: Sanne Verheij  
E-mail: [sanne.verheij@tum.de](mailto:sanne.verheij@tum.de)  
Phone: +49 (0)89 289 – 25078  
Evaluation Officer: Edo Octavianus  
E-mail: [lehrevaluation@mgt.tum.de](mailto:lehrevaluation@mgt.tum.de)  
Phone: +49 (0)89 289 25849  
Coordination module management: Sonja Kopf  
E-mail: [modulmanagement@mgt.tum.de](mailto:modulmanagement@mgt.tum.de)  
Phone: +49 (0)89 289 25075

## 8 Developments in the degree program

Since 2017, the Master's program in Consumer Science has built on the predecessor Master's program in Consumer Affairs. Starting in the winter semester 2009/2010, this program at the TUM School of Management was designed to impart competencies at the interface between business and life sciences. The Master's in Consumer Affairs combined business, engineering and natural science topics through the integration of the School of Life Sciences (then Weihenstephan Science Center for Nutrition, Land Use and Environment) and the School of Engineering and Design (then Faculty of Civil, Geo and Environmental Engineering), which offer a variety of modules focusing on consumers. The introduction of the Masters in Consumer Affairs as an international double degree program with the Universities of Arhus and Wageningen was supported by funding from the European Commission (Directorate General SANCO) and the Bavarian State Ministry for the Environment and Consumer Protection at the time.

For the winter semester 2018/19, the program was redesigned and renamed "Master in Consumer Science". The new concept intends to continue to attract national and international prospective students and to train outstanding graduates for industry and business. The program is designed with a stronger focus on methodological research competence in the field of consumer science, as well as elective and specialization options with a focus on innovation and technology topics.

As part of the reaccreditation process, a comprehensive review of the curriculum was conducted, which confirmed the retention of the four compulsory courses to ensure students acquire the core competencies necessary for the program. Minor adjustments to the previous curriculum allow for an increase in elective options. Starting with the winter semester 2022/23, the management specialization will comprise 24 credit points instead of 18 credit points. In addition, the elective area will be increased from 24 to 30 credit points so that students have even more room for building an individual profile through their choice of electives.