

Syllabus

Consumer Behavior

Course Name	Course type (credit/hours)		전선(3/3)		Course code	
	Target students Division/major/grade		/		Opening semester	
	Class time and classroom		금5.5(다110) 금6.5(다110) 금7.5(다110)(다110)			
Reference to this course	Related basic courses					
	Recommended concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)					
	Office Room Number		Office phone Number	3629	e-mail	kwonkn@ajou.ac.kr
	Office hours		Homepage address			
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

The purpose of this course is to introduce students to the field of consumer behavior. “The field of consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society” (HMB). Our view of consumer behavior is “broader than the traditional one, which focused more narrowly on the buyer and the immediate antecedents and consequences of the purchasing process. Our broader view will lead us to examine more indirect influences on consumption decisions as well as far-reaching consequences that involve more than just the purchaser and seller.”

Specifically, this course has three objectives. First, students are introduced to key theoretical perspectives and recent empirical research. Second, students will practice applying theories and theoretical concepts in analyzing and solving real-world problems. Lastly, at the end of this course, students should be able to develop their own research ideas and write research proposals that are potentially publishable.

2. Course Objectives

3. Class types and activities

4. Teaching Method

Lecture
Discussion
Presentation

5. Knowledge and ability required for taking this course

6. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			
quiz			
presentation			
discussion			
homework			
etc			

Exams
Presentation, discussion leading
Research proposal

7. Textbooks

Main/Sub	Title	Writer	Publisher	Publication year
주교재	Consumer Behavior	Schiffman		
주교재	Journal articles (A reading list will be provided)			

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
1	Course Overview Introduction to Consumer Behavior, Ch. 1	Discussion	
2	Consumer Research, Ch. 2	Discussion	
3	Market Segmentation, Ch. 3 Social Class and Consumer Behavior, Ch. 11	Discussion, Article Critique	
4	Consumer Motivation, Ch. 4	Discussion, Article Critique	
5	Personality and Consumer Behavior, Ch. 5	Discussion, Article Critique	
6	Consumer Perception, Ch. 6	Discussion, Article Critique	
7	Consumer Attitude Formation and Change, Ch. 8	Discussion, Article Critique	
8	Midterm Exam		
9	Consumer Learning, Ch. 7	Discussion, Article Critique	
10	Communication and Consumer Behavior, Ch. 9 Reference Groups and Family Influences, Ch. 10	Discussion, Article Critique	
11	Research Proposal		
12	The Influence of Culture on Consumer Behavior, Ch. 12 Subcultures and Consumer Behavior, Ch. 13	Discussion, Article Critique	
13	Cross-cultural Consumer Behavior: An International Perspective, Ch. 14 Consumer Influence and the Diffusion of Innovations, Ch. 15	Discussion, Article Critique	
14	Consumer Decision Making and Beyond, Ch. 16	Discussion, Article Critique	

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
15	Final Exam		
16	Presentation		

9. Others