



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name					
	E-mail					
	Home University					
	Department					
	Homepage					
Course Information	Class No.		Course Code	BUS3014	Credits	3
	Course Name	Consumer Behavior				
	Lecture Schedule	Tue-Fri /				
	Course Description	This lecture aims to help marketing practitioners acquire theories and knowledge related to decision-making and behavioral changes and use them in real life and management. Specifically, understanding human decision-making can be used for one's major field and future career.				
	Course Objective	<p>The detailed objectives of this course are as follows.</p> <p>1) Learn basic concepts related to consumers' perceptions and behaviors.</p> <p>2) It develops behavioral science-related capabilities through critical analysis of specific cases and problem-solving tasks.</p> <p>3) Develop a behavioral change strategy using consumer behavioral knowledge in the actual business and living field</p> <p>It develops the ability to derive specific measures to implement this.</p> <p>Each class of this course consists of the following.</p> <p>1) Lecture (Basic learning)</p> <ul style="list-style-type: none"> - Knowledge transfer on key concepts and theories of consumer behavior (Lecture Notes) - Business cases on key concepts and theories (Youtube videos) - Social Behavior Change for Sustainability and UN SDGs - Behavior Science in the public sector (government and international organizations) <p>2) Reading & Discussion (Critical thinking)</p> <ul style="list-style-type: none"> - Read articles on key concepts and theories (Harvard Business Review) - Discuss with other students <p>3) Individual Presentation & Discussion (Knowledge Application &</p>				

Presentation Skills)

- Presentation about yourself and your personal experience as a consumer or citizen regarding specific marketing interventions (about your favorite brands or public services)
- Analysis of the winning works at the Cannes Advertising Festival

4) Team Presentations & Discussion (Analysis & Presentation Skills)

- Presentation on business cases regarding consumer behavior (Harvard Business Cases) (<https://hbsp.harvard.edu/educator/>)

5) Individual Project on Wellness ("Be Healthy" Project)

- Individual project on applying behavior science for behavior & lifestyle change for your wellness (diet, fitness, exercise, dietary habits, and etc.)

This course has the following characteristics.

1) Focus on behavior change for Sustainability

A wide understanding is possible based on not only product sales and advertising, but also a wide understanding of adjacent studies such as psychology and sociology, and interest in people's thoughts and behaviors in real life. By conducting classes in connection with sustainability, students can learn sustainability in their daily lives.

2) Leads to behavior change and habit formation project

To provide practical education in connection with the practice of one's lifestyle, such as pro-social behavior and eco-friendly behavior.

It supports awareness/action as a member of a healthy society through social, eco-friendly, and healthy lifestyles as citizens of the world beyond theory learning.

The output of the course

- 1) Individual Presentation on what you want to present
- 2) Team Presentation on business cases (Harvard Business Case)
- 3) Summary of your analysis on article (Harvard Business Review)
- 4) Individual Project on Wellness
 - 1st week project: Analysis of one's health-related habits (exercise, eating habits, consumption brand)
 - 2nd week project: Establishing health-related habit goals using consumer behavior theory
 - 3rd week project: achievements and learning

	Prerequisite	- Theory(Principles) of Marketing			
	Materials/Textbooks	-Textbook will be discussed			
Evaluation	Attendance	20%	Quiz	0%	
	Assignment	20%	Mid-term Exam	0%	
	Presentation	20%	Final Exam	0%	
	Group Project	20%	Participation	20%	
	Etc.	Evaluation Item			Ratio
					%
			%		
Daily Lecture Plan	Week 1	Day 1	Opening Ceremony		
		Day 2	Introduction		
		Day 3	Consumer Behavior Issue 1 -Introduction to UN SDGs -Introduction of the relationship between consumer behavior and		

			<p>adjacent studies (psychology, sociology, etc.)</p> <ul style="list-style-type: none"> -Introducing UN SDGs and organizations that work in the scope of consumer behavior. -BIT (nudge unit) in the United Kingdom -International Organization (Action Change Organization of UNICEF, World Bank, etc.)
		Day 4	<p>Consumer Behavior Issue 2</p> <ul style="list-style-type: none"> -Case Study of the UN SDGs Awarded Advertising at the Cannes International Advertising Festival -Case study of excellent CSR and social contribution campaign videos in Korea -Introducing social campaigns and research findings related to COVID-19
	Week 2	Day 1	Goal & Motivation
		Day 2	<p>Consumer Behavior Issue 3</p> <ul style="list-style-type: none"> -Collective action -Pro-environmental Behavior -Prosocial Behavior
		Day 3	Perception
		Day 4	Attention and Memory
	Week 3	Day 1	Nonconscious Process
		Day 2	Persuasion and Attitude Change
		Day 3	Mood and Emotions
		Day 4	Choice and Decision Processes
	Week 4	Day 1	Learning and Consumer Knowledge
		Day 2	Social and Interpersonal Influence
		Day 3	<p>Consumer Behavior Issue 4</p> <ul style="list-style-type: none"> -Learning about UN SDGs -Learn about relevant behavioral change items -Social campaign case studies -Health communication field
		Day 4	Social and Interpersonal Influence