



HANYANG UNIVERSITY

Hanyang International Summer School

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Course Information	Class No.	18053	Course Code	BUS3014	Credits	3	
	Course Name	Consumer Behavior					
	Lecture Schedule	Mon-Thu /13:00~16:00					
	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	1) Learn basic concepts related to consumers' perceptions and behaviors. 2) It develops behavioral science-related capabilities through critical analysis of specific cases and problem-solving tasks. 3) Develop a behavioral change strategy using consumer behavioral knowledge in the actual business and living field It develops the ability to derive specific measures to implement this.					
	Prerequisite	-					
	Materials/Textbooks	The Cambridge Handbook of Consumer Psychology, Cait Lamberton, Derek D. Rucker, Stephen A. Spiller, 2023, Cambridge University Press					
Evaluation	Attendance	20%	Quiz	%			
	Assignment	10%	Mid-term Exam	%			
	Presentation	20%	Final Exam	%			
	Group Project	10%	Participation	20%			
	Etc.	Evaluation Item			Ratio		
		extra			20%		
			%				
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