



HANYANG UNIVERSITY

Hanyang International Summer School

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Course Information	Class No.	TBA	Course Code	BUS3014	Credits	3
	Course Name	Consumer Behavior				
	Lecture Schedule	Tue-Fri/ 13:00~16:00				
	Course Description	Consumer behavior is the mental and physical activities performed by individual or group/ organization that leads making decisions to pay for and purchase a certain product and/or service for desire fulfillment. All the class participants are to understand the basic concept of consumer behavior and to experience various cases applied to the corporate strategy as a part of marketing research.				
	Course Objective	<ul style="list-style-type: none"> ● Understand the environmental change at present that affects consumer behavior. ● Learn the basic concept of consumer behavior through class participation. ● Learn how to analyze cases related to consumer behavior of marketing research. ● Explore problems concerned consumer behavior for both sides of corporate organizations and consumers in market. 				
	Prerequisite	- Principle of Marketing recommended but not required				
	Materials/Textbooks	Kardes/Cronley/Cline, <i>Consumer Behavior</i> , 2 nd Ed. Cengage Learning, 2015(IS BN: 9781133587675) Other Materials: Lecture materials will be uploaded for class preview.				
Evaluation	Attendance	10%	Quiz	0%		
	Assignment	0%	Mid-term Exam	0%		
	Presentation	0%	Final Exam	40%		
	Group Project	40%	Participation	10%		
	Etc.	Evaluation Item			Ratio	
				%		
				%		
Daily Lecture Plan	Week 1	Day 1	Intro. Course, Organizing teams and leaders, etc.			
		Day 2	Environmental Change (4th Industrial Revolution) Chapter1. Understanding Consumer Behavior & Consumer Research			
		Day 3	Chapter 2. Consumer Focused Strategy: Segmentation & Positioning Chapter 3. Branding Strategy & Consumer Behavior			
	Week 2	Day 1	Chapter 4. Consumer Perception Chapter 5. Learning & Memory Chapter 6. Automatic Information Processing			

		Day 2	Chapter 7. Motivation & Emotion Chapter 8. Attitude & Judgement Formation Change
		Day 3	Chapter 9. The Customer Decision Making Process Chapter 10. Product Consideration Evaluation & Choice (T.B.C)
		Day 4	Chapter 11. Behavioral Decision Theory
	Week 3	Day 1	Mid Term
		Day 2	Chapter 12. Self-Concept & Personality Chapter 13. Social Influence & Behavioral Compliance
		Day 3	Chapter 14. The Influence of Culture & Values Chapter 15. The Influence of Demography
		Day 4	Chapter 16. Contemporary Strategies in Reaching Consumers Chapter 17. Engaging Consumers through Online Marketing
	Week 4	Day 1	Time Slack: Review & Wrap-up
		Day 2	Team Project (Team I, Team II PT.)
		Day 3	Team Project (Team III, Team IV PT.)
		Day 4	Final Test (essay type)