



HANYANG UNIVERSITY

INTERNATIONAL SUMMER SCHOOL

* Please fill out the form completely in English in detail.

Name	Nikki Wingate
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Home University	Sacred Heart University
Department	Welch College of Business and Technology

Course Title	Consumer Psychology
Field of Study	Social Science, Business/Marketing
Credits	3
Contact Hours	45
Course Code/Number	ISS1118
Course Description	This course will explore psychological foundations and applications of consumption in our society. Why do we buy things that we don't need? Why can't we ever stick to our plans? Why do we want to do what's forbidden? We will study psychological reasons behind answers to these questions regarding consumption by examining relevant psychological theories and latest research. Students will analyze real-world cases by reflecting upon own consumption experiences during class field trips to major shopping and consumption destinations.
Course Objective	<ul style="list-style-type: none">• Students will be familiar with the psychological theories explaining various consumption experiences and phenomena• Students will be able to explain relevance and value of consumer psychology in an applicative setting of shopping and consumption destinations
Preparations (Pre-Knowledge)	None required
Materials (Textbook/Websites link)	Materials will be provided by professor in class and via email



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Lesson Plan: Fill out the topic for each class in detail		
Week 1	1 st Day	Orientation & Opening Ceremony
	Class 1	Foundations and overview of the Week 1: Why do we buy things that we don't need?
	Class 2	Choices and Meaning
	Class 3	Group Project #1: Observing how people make choices (or not), gathering decision heuristics, and noting the influence of purchase contexts
Week 2	Class 4	Overview of the Week 2: Why can't we stick to our plans?
	Class 5	Self-control and ego depletion
	Class 6	Regulatory fit and construal level theory
	Class 7	Impediments to goal achievement
Week 3	Class 8	Midterm Exam
	Class 9	Overview of Week 3: Why do we want to do what's forbidden?
	Class 10	Hedonic and vice consumption
	Class 11	Group Project #2: Observing a hedonic consumption venue encouraging more indulgence
Week 4	Class 12	Overview of the Week 4: Case analysis in applicative settings of major shopping consumption destinations
	Class 13	Case analysis at a field trip to Starfield Mall Coex
	Class 14	Case analysis at a field trip to Galleria Department Store
	Class 15	Individual consultations and Final paper

Evaluation (%)								
* Total sum of percentages should be 100%								
* Only below options are available, please do not change the form (fill out the given form)								
Assignments	Attendance	Final	Group Project	Mid-term	Participation	Presentation	Quiz	Total
0	10	20	40	20	10	0	0	100 %