Global Consumer Trend

CATHOLIC UNIVERSITY OF KOREA

강 의 계 획 서

2016학년도 제1학기

교과목명	국 문	글로벌소비자트렌드			
	영 문	Global Consumer Trend			
과목번호-분반	04590-01	이수구분	제1전공선택	시간/학점	3/3
요일 및 시간 (강의실)	화7~8(D234), 목 7(D234)	수강대상	소비자주거학과 4학년	선수과목	Consumer Trend Analysis, Quantitative and
담당교수	성 명	연구실	전화번호	E-MAIL	
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Web Site			영어강의 유형		

1.교과목 개요

The class covers what is culture and how the culture affects consumer behavior in a global context. It also includes various examples of global consumer trends and case studies of companies.

2. 강의목표

- Understanding culture and cross-cultural differences
- Understanding global trends in a global consumer market
- Being capable of producing appropriate market strategies using consumer trend data

3. 강의방법

lecture, discussion, and presentation

4. 평가방법

mid-term exam 30%, final exam 30%, individual presentation 15%, class participation 15%, attendance 10%

5. 과제물

6. 실험, 실습계획

7. 관련강의

Consumer Trend Analysis

8. 교재

도서명	출판사	저자	연도	교재여부
Consumers	McGraw Hills	Erick Arnould et al.	2005	교재
The cultural dimension of internationa l business	Pearson Prentice Hall	Gary P. Ferraro	2006	교재
trendwatch.com sample report	trendwatch.com	trendwatch.com	2015	참고도서

9. 강의일정 및 내용

주	기간	강의내용	참고자료	비고
1	2016-03-02 ~ 2016-03-08	introduction to class - why bother to study global? - the world of consumers	handout Consumers. Chapt.1	

주	기간	강의내용	참고자료	비고
2	2016-03-09 ~ 2016-03-15	understanding culture 1 - general guidance reading culture (Ecology - culture - social behavior)	handout Consumers. Chap.3	
3	2016-03-16 ~ 2016-03-22	understanding culture 2 - five dimensions of culture	handout	
4	2016-03-23 ~ 2016-03-29	changing world of consumption	Consumers. chap 2	
5	2016-03-30 ~ 2016-04-05	Meaning & Nature of Culture	Consumers Chap.3	lecture and presentation
6	2016-04-06 ~ 2016-04-12	communicating across cultures: language	Ferraro Chap. 3	lecture and presentation
7	2016-04-13 ~ 2016-04-19	communicating across cultures: nonverbal	Ferraro chap.4	lecture and presentation
8	2016-04-20 ~ 2016-04-26	midtermexam		open book
9	2016-04-27 ~ 2016-05-03	Contrasting across values	Ferraro chap.5	lecture and presentation
10	2016-05-04 ~ 2016-05-10	Understanding global consumer trends -case studies		lecture and presentation
11	2016-05-11 ~ 2016-05-17	Understanding global consumer trends -case studies		
12	2016-05-18 ~ 2016-05-24	Understanding global consumer trends -case studies		lecture and presentation
13	2016-05-25 ~ 2016-05-31	Understanding global consumer trends -case studies		lecture and presentation
14	2016-06-01 ~ 2016-06-07	Understanding global consumer trends -case studies		
15	2016-06-08 ~ 2016-06-14	trendwatch.com region report - discussion	trendwatch.com report	
16	2016-06-15 ~ 2016-06-21	final exam(final paper presentation)		