Consumer Decision Making

CATHOLIC UNIVERSITY OF KOREA

Course Syllabus

2014학년도 제2학기

Course Title	Korean	소비자의사결정			
	English	Consumer Decision Making			
Course Number-Division	03568-01	Course Completion Requirement	제1전공선택	Time/Credits	3/3
Day / Time	금6~8(N411)	Course Target Audience		Prerequisite Courses	N/A
Professor	Full Name	Office	Phone Number	E-MAIL	
	서희선		010-5338-8356	helen3cs@gmail.com	
Web Site			English Class	A형	

1.Course Outline

This course provides students with a comprehensive understanding of consumer behavior in both domestic and global marketplace. This course will also give students insight into the environmental and situational consumption factors affecting consumer decision-making process and help them gaining theoretical and practical knowledge on consumer behavior.

2. Objectives

We are all consumers and we are all members of society, so consumer behavior and attempts to influence it are critical to all of us. This course is designed to provide an understanding of consumer behavior. This understanding can make us better consumers and better citizens.

This course is designed to provide students with the conceptual framework for a better understanding of consumer behavior. The following topics are covered in this course: consumer decision-making process, internal influential factors (e.g., perception, learning, memory, motivation, personality, emotion, and attitudes) and external influential factors (e.g., families, sub-cultural group, situations, and cross-cultural variations).

At the end of the semester, the students will be able to:
1.◦Understand the consumer decision-making process.
2.◦Gain a comprehensive understanding of the internal and external influential factors
◦affecting consumer behavior
3.◦Identify and examine the environmental and situational consumption factors in both domestic and global marketplace.

3. Teaching Method

Lecture
Discussion
Case Study
Presentation

4. Evaluation Method

Attendance◦10 points
Quiz 1◦ 10 points
Quiz 2◦ 10 points
Report 1◦10 points
Report 2◦10 points
Mid-term Exam◦25 points
Final Exam◦25 points
Total◦ 100 points

5. Assignments

Report 1 & 2: GET OUT AND DO IT assignment
* GET OUT AND DO IT assignments are small projects that are designed to provide a hands-on learning experience for students.

6. Experiment, Practical Exercise

N/A

7. Related Courses

Consumer and Retail

8. Textbook

Book Title	Publisher	Author	Year	Textbook or not
Consumer Behavior: Building Marketing Strategy, 11th edition	McGraw-Hill	Del I. Hawkins and David L. Mothersbaugh	2010	교재

9. Detailed Weekly Activities

Week	Date	Lecture Content	Reference Material	Remarks
1	2014-09-01 ~ 2014-09-07	Course Introduction	Lecture PPT file on Cyber Campus (CC)	
2	2014-09-08 ~ 2014-09-14	Part 1: Introduction Ch 1 Consumer Behavior	Lecture PPT on Cyber Campus	
3	2014-09-15 ~ 2014-09-21	Part 4: Consumer Decision Process Ch 14 Consumer Decision Process and Problem Recognition	Lecture PPT on Cyber Campus	
4	2014-09-22 ~ 2014-09-28	Part 4: Consumer Decision Ch 15 Information Search Ch 16 Alternative Evaluation and Selection	Lecture PPT on Cyber Campus	
5	2014-09-29 ~ 2014-10-05	Recess: The National Foundation Day		
6	2014-10-06 ~ 2014-10-12	QUIZ 1 Part 4: Consumer Decision Ch 17 Outlet Selection and Purchase Ch 18 Postpurchase Processes, Customer Satisfaction, and Customer Commitment	Lecture PPT on Cyber Campus	
7	2014-10-13 ~ 2014-10-19	Part 3: Internal Influences Ch 12 Self-Concept and Lifestyle	Lecture PPT on Cyber Campus	
8	2014-10-20 ~ 2014-10-26	Mid-Term Exam		
9	2014-10-27 ~ 2014-11-02	Part 3: Internal Influences Ch 8 Perception GET OUT & DO IT Assignment 1	Lecture PPT on Cyber Campus	
10	2014-11-03 ~ 2014-11-09	Part 3: Internal Influences Ch 9 Learning, Memory, and Product Positioning	Lecture PPT on Cyber Campus	
11	2014-11-10 ~ 2014-11-16	Part 3: Internal Influences Ch 10 Motivation, Personality, and Emotion GET OUT & DO IT Assignment 2	Lecture PPT on Cyber Campus	
12	2014-11-17 ~ 2014-11-23	Part 3: Internal Influences Ch 11 Attitudes and Influencing Attitudes	Lecture PPT on Cyber Campus	
13	2014-11-24 ~ 2014-11-30	QUIZ 2 Part 2: External Influences Ch 6 The American (and Korean) Society: Families and Households	Lecture PPT on Cyber Campus	
14	2014-12-01 ~ 2014-12-07	Part 2: External Influences Ch 7 Group Influences on Consumer Behavior Ch 13 Situational Influences	Lecture PPT on Cyber Campus	

Week	Date	Lecture Content	Reference Material	Remarks
15	2014-12-08 ~ 2014-12-14	Part 2: External Influences Ch 2 Cross-Cultural Variations in Consumer Behavior	Lecture PPT on Cyber Campus	
16	2014-12-15 ~ 2014-12-21	Final Exam		