

Course Syllabus

Consumer Behavior

Spring 2017

Instructor: Dr. Soyeon Kim

Office: Room 308

Phone: 031.201.2324

Class Time: Tuesday & Thursday 1:30-2:45pm

Email: sokim@khu.ac.kr

Office Hours: Thursday 2:45-3:45pm

Textbook:

Consumer Behavior by Hoyer and McGinnis, South Western

ISBN-10: 0-324-83427-6 ISBN-13: 978-0-273-75607-1

Lecture notes will be posted on the course's website before each class.

Supplementary readings will be handed out in class.

Course Description:

We are all consumers. We buy groceries, computers, and cars. We purchase services ranging from bank accounts to college educations. However, we also know that consumers are different from one another. We buy different clothes, drive different cars, and eat different foods. Furthermore, the same consumer makes different decisions depending on the situation. As Managers, how then are we to construct coherent marketing strategies?

Course Objectives:

1. To acquire a framework for analyzing consumer behavior problems
2. To learn how consumer behavior can be affected by different marketing strategies
3. To show how behavioral evidence can be used to evaluate alternative marketing strategies
4. To develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories
5. To acquire experience in applying these theories to real-world consumer behavior problems .

Grades:

Item	%
Mid-term Exam	30%
Final Exam	30%
Group Project	30%
Class Participation & Attendance	10%
Total	100%

a. Exams (60%):

There will be two exams during the semester, worth 30% and 30% of your final grade respectively. Both exams will be a combination of multiple choice and case/essay questions, covering information from texts as well as lectures. Therefore, keeping up with the reading of texts and attending class is strongly recommended.

b. Group Project (30%):

In this course, you will be required to complete a group project in order to gain hands-on experience in the development of marketing strategies. Groups of 4-5 will be formed to work on the project. At the end of the semester, your contribution to the group project will be evaluated by each of your group members. For this purpose, a peer evaluation form will be handed out by the end of the semester. In case of poor participation, your group project grade is subject to discount in proportion to your percentage-based peer evaluation score.

c. Attendance & Class Participation (10%)

Most classes are accompanied with small cases discussion. You are expected to actively participate in the class discussion. I may also randomly call on students during the semester. Your contribution to the discussion will significantly influence your class participation grade. Your participation grade will be based on class attendance (on time), the quality/frequency of your comments, and your answers to the questions. Class participation will be graded based on the subjective assessment of the instructor.

Attendance is a necessary condition for class participation. There is a minimum requirement of 70% attendance to pass any marketing classes. In case of absence, you need to seek my approval before class. Unreported absence will be penalized.

Academic and Class Conduct:

You are expected to exhibit the highest level of professionalism and courtesy in and out of class. Minimum behavioral expectations include:

- o Turn off cell phones, beepers, and pagers while in class
- o Refrain from using laptops or any other electronic devices which may be distracting
- o Arrive punctually to class (if you have to be late in arrival or to depart early, please find a seat close to the door in a non-disruptive manner)

Academic dishonesty will NOT be tolerated. All materials submitted in this course must be your own original work. Any material not completely original must be credited to the proper source.

Course Schedule:

Week	Topic	Readings
1	Understanding Consumer Behavior	Chapter 1
2	Consumer Behavior Research Methods	Chapter 1
3	Consumer Decision Process Model	Chapter 7
4	Motivation, Ability, & Opportunity	Chapter 2
5	Exposure, Attention, Perception, & Comprehension	Chapter 3
6	Memory & Knowledge	Chapter 4
7	Attitude & Persuasion	Chapter 5,6
8	Mid-term Exam	
9	Judgment & Decision Making	Chapter 8,9
10	Customer Satisfaction	
11	Social Influences	Chapter 11
12	Psychographics: Values, Personality, & Lifestyles	Chapter 15
13	Storytelling & Field Project Presentation	Chapter 16
14	Storytelling & Field Project Presentation	
15	Final Exam	