



HANYANG UNIVERSITY

Hanyang International Summer School

2019 HISS Syllabus (Consumer Behavior)

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Dept.: [Marketing]

Description: Consumer behavior is defined as the mental and physical activities undertaken by single/group of person(s) or organization(s) that result in decisions and actions to pay for, purchase, and use products and services. In this class, we will study why companies need to be consumer driven, and what the managerial implications are to taking a consumer orientation.

- Objective:
- Learn the concept of consumer behavior and its use in market research.
 - Learn how consumers can impact the marketing strategy of an organization.
 - Learn about Consumer Segmentation and its practices.
 - Learn about the meaning of Consumptions and its relationship to the study of consumer behavior.
 - Gain an understanding about the negative side of consumer behavior.

Preparations: Solomon, *Consumer Behavior*, 12th ed., Prentice Hall, 2016. (ISBN: 978-0134129938)

Credits	3	Contact Hours	45
Schedule:	Week 1/1	Orientation- No Class	
	Week 1/2	Introduction Buying, Having, and Being: An Introduction to Consumer Behavior Ch1	
	Week 1/3	Consumer and Social Well-Being Ch2	
	Week 1/4	Quiz 1	
	Week 2/1	Perception Ch3	
	Week 2/2	Learning and Memory-1 Ch4	
	Week 2/3	Learning and Memory-2 Ch4	
	Week 2/4	Mid Term	
	Week 3/1	Motivation and Affect Ch5	

Week 3/2	The Self: Mind, Gender, and Body Ch6
Week 3/3	Personality, Lifestyles, and Values Ch7
Week 3/4	Quiz2
Week 4/1	Culture Ch14
Week 4/2	Project Presentation
Week 4/3	Final Test
Week 4/4	Review and Wrap-up

	Midterm	Final	Attendance	Quiz	Project & Presentation	Etc.
Evaluation (%)	25	25	10	20 (10 x2)	20	