



# HANYANG UNIVERSITY

## 2019 HISS Syllabus

### Consumer Psychology

Professor:	<b>Nikki Wingate, Ph.D.</b>
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Home Univ.:	University of Bridgeport
Dept.:	Ernest C. Trefz School of Business

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.
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Objective:	<ul style="list-style-type: none"> <li>Students will be familiar with the psychological theories explaining various consumption experiences and phenomena</li> <li>Students will be able to explain relevance and value of consumer psychology in an applicative setting of shopping and consumption destinations</li> </ul>
Preparations:	Materials will be provided by professor in class and via email

Schedule:	Week 1	Foundations of psychological theories in consumer psychology
	Week 2	Consumer psychology theories on self-control and compulsive consumption
	Week 3	Consumer psychology theories on hedonic or vice consumption
	Week 4	Case analyses in applicative settings of major shopping/consumption destinations and Final Paper (no exams)

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	20	20	10	40	10	0

#### Hanyang International Summer School

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