

1. (Basic Course Information)

			MEC30072		
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	,/Global Management,				
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	, Project, ,			
			Email	
	Email		Office	Office Hour
			NMH 221	Tuesdays, Period 6 (4:00-5:15 pm)
TA			TA email	
	NMH 107			2, 2

2. (Course Objectives)

(Course Objective)

1	1. Attain a through understanding of psychology and other social sciences relevant to marketing
2	2. Analyze how marketing strategies can affect consumer behavior
3	3. Develop several (not all) good habits and skills that will help you become a good marketer.

(Related Learning Outcomes)

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(Course Description)

The most important and complex aspect of marketing is the understanding of consumers. During this semester, we will explore their minds, thinking, and actions. This course draws from research in behavioral economics, psychology, sociology, and academic marketing.

In addition to exploring the knowledge of consumer behavior, this course is designed to help you to develop your communication and writing capabilities. These are very important skills for future business professional just like you. During the semester, you will be encouraged to express your opinions - - in oral and/or written forms in many ways.

WHO NEEDS THIS COURSE?

- This course is good for students who want
- to be marketers, PR and advertising specialists
 - to design consumer-centered products, packages, and services
 - to make wise and self-controlled buying choices

3.

		consumer behavior: buying, having, and being		Michael R. Solomon
		Pearson		2015

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Honor Code 가 가								

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	10%		10%		20%
1(in-class activity)	20%	2()	%	3()	%
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(Assignments and Projects)

1	Details are available in the class.

4. (Weekly Schedule)

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1-1	2016-03-01	Class Overview	
1-2	2016-03-04	Buying, Having, and Being	
2-1	2016-03-08	Decision Making	
2-2	2016-03-11	Decision Making	
3-1	2016-03-15	Consumer & Social Well-being	
3-2	2016-03-18	Consumer & Social Well-being	
4-1	2016-03-22	Perception	
4-2	2016-03-25	Perception	
5-1	2016-03-29	Perception	
5-2	2016-04-01	Learning & Memory	
6-1	2016-04-05	Learning & Memory	
6-2	2016-04-08	Learning & Memory	
7-1	2016-04-12	The Self	
7-2	2016-04-15	The Self	
8-1	2016-04-19	Mid term exam	
8-2	2016-04-22	Group project review	

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9-1	2016-04-26	Group project review	
9-2	2016-04-29	Attitudes & Persuasion	
10-1	2016-05-03	Attitudes & Persuasion	
10-2	2016-05-06	Attitudes & Persuasion	
11-1	2016-05-10	Organizational and Household Decision Making	
11-2	2016-05-13	Organizational and Household Decision Making	
12-1	2016-05-17	Groups & Social Media	
12-2	2016-05-20	Groups & Social Media	
13-1	2016-05-24	Social Class & Lifestyles	
13-2	2016-05-27	Subcultures / Culture	
14-1	2016-05-31	Group project review	
14-2	2016-06-03	Group project review	
15-1	2016-06-07	Term Project Presentation	
15-2	2016-06-10	Term Project Presentation	
16-1	2016-06-14	Final exam	
16-2	2016-06-17	Wrap-up	

5. / 가

(Notice)

This syllabus is subject to change. The final version of the syllabus will be distributed in the class.

가 (Additional Information)

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