

2015학년도 2학기 강의정보

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교과목명	소비자행동론	교강사명	이승윤
학점	3	수강대상 학년	2학년
강의목표	<p>Have you wondered why some products (e.g. Apple iPhone, BMW, Coca Cola) are successful around the world, while others (e.g. Sony Betamax, Pontiac, New Coke) have been expensive failures? Have you wondered whether your great idea for a startup, restaurant, or nightclub would work? Which political party is likely to win the next elections? How can you get your dream job? How do you build successful relationships with your loved ones? Although these questions may seem disparate, answering them requires a common insight ? insight into how people make decisions about products, services, ideas, and significant others. In this course, we will understand the psychological principles that underlie decision-making of people in general and consumers in particular. We will learn about concepts such as attention, categorization, hierarchy of needs, attitude formation, choice models, memory, creativity, customer satisfaction, bias in decision making, symbolic decision making, emotional influences, social influences, and self-control. We then apply these concepts to understand how consumers make decisions in daily life, and how we can influence consumers' decisions in our favor. Notably, our analysis of consumer behavior will take into important social trends such as information overload, fragmentation of media, and environmental consciousness among consumers.</p>		
교과목 해설	<p>The course reviews the behaviors that consumers display when purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. The psychological, social, cultural factors and consumer decision making process are main topics.</p>		
강의진행 방법	<p>Groups of 3-4 students (depending on the number of registered students) will be formed at the beginning of the semester. The assignments/ projects described below will be conducted and students will be graded as a group. The group based projects will constitute 30%(including "participation rate") of your final grade. Please note that a peer group evaluation will be performed by all groups at the end of the course. All groups will set their own rules regarding the functioning of their group which includes attendance at meetings, work allocation and contributions to group assignments. Students not performing according to the group's standards will have their grade lowered accordingly</p>		