



Syllabus (2021–Summer)

Course Title	Fashion Psychology & Consumer Behavior	Course No.	22662
Department/ Major	College of Science & Industry Convergence	Credit/Hours	3 credits / 45 Hours
Class Time/ Classroom	Mon to Thurs		
Instructor	Hyejeong Kim	Department of Fashion Industry	
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Office Hours/ Office Location			

I . Course Overview

1. Course Description

Application of concepts and theories from the social sciences to the study of consumer behavior related to apparel marketing/merchandising

2. Prerequisites



3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
90%	10%	%		%

(Instructor can change to match the actual format of the class.)

Explanation of course format:

4. Course Objectives

Upon completion of this course, the student should be able to:

1. Define and apply concepts and theories from the social sciences to the study of the consumer behavior process for clothing and adornment.
2. Understand the internal dynamics of individuals as consumers, including motivational processes, construction of the self-concept, and the impact of attitudes, values, and lifestyles on consumption practices.
3. Understand how individuals make consumer decisions and the influence that others have on the decisions made.
4. explore how a membership in various sub-cultures influences consumer behavior.
5. Understand research methods in the exploration of fashion as a consumer behavior.

5. Evaluation System

Relative evaluation Absolute evaluation (for Ewha International Summer College students only) Others :

– Explanation of evaluation system:

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Other
20%	20%	10%	0%	30%	10%	10%	%

* Evaluation of group projects may include peer evaluations.



II. Course Materials and Additional Readings

1. Required Materials

Babbin, B. J., & Harris, E. J. (2018). *CB8: Consumer behavior*. Boston, MA: Cengage.

Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson.

The lecture materials will be based on the textbooks above. The textbooks are recommended, but not required.

2. Supplementary Materials

Research articles, online materials, other textbooks

3. Optional Additional Readings

III. Course Policies

* For laboratory courses, all students are required to complete lab safety training.

IV. Course Schedule (3 hours each class)

Day	Date	Topics & Class Materials, Assignments
Day 1	(6/29)	[Real-time session] Course introduction Academic Ethics What is consumer behavior and why should I care?
Day 2	(6/30)	Value and consumer behavior framework
Day 3	(7/1)	Consumer learning starts here: Perception
Day 4	(7/5)	[Real-time session] Consumer research techniques Consumer research: Interview
Day 5	(7/6)	Comprehension, memory, and cognitive learning
Day 6	(7/7)	Motivation and emotion Quiz
Day 7	(7/8)	Personality, lifestyle, and the self-concept



Day	Date	Topics & Class Materials, Assignments
Day 8	(7/12)	[Real-time session] Consumer research: Survey Attitude and attitude change
Day 9	(7/13)	Midterm exam
Day 10	(7/14)	Group and interpersonal influence
Day 11	(7/15)	Consumer culture, microcultures Quiz
Day 12	(7/19)	Consumers in situations
Day 13	(7/20)	[Real-time session] Decision making: Need recognition, search, alternative evaluation, and choice
Day 14	(7/21)	Consumer satisfaction, marketing misbehavior Consumer research project due
Day 15	(7/22)	Final exam
Makeup Classes 1	(mm/dd)	
Makeup Classes 2	(mm/dd)	

V. Special Accommodations

* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> · Visual impairment : braille, enlarged reading materials · Hearing impairment : note-taking assistant · Physical impairment : access classroom, note-taking assistant 	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> · Visual impairment : braille examination paper, examination with voice support, longer examination hours, note-taking assistant · Hearing impairment : written examination instead of oral · Physical impairment : longer examination hours, note-taking assistant

– Actual support may vary depending on the course.

* The contents of this syllabus are not final—they may be updated.