

# Syllabus (2022-Summer)

Course Title	Consumer Psychology	Course No.	
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Thr Classroom TBA		
Instructor	Name: Eun-Sil (Eunice) Kim, Ph.D.	Department: Psychology	
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Office Hours Office Location	By Appointment		

## I. Course Overview

### 1. Course Description

This course is designed to help students understand the basic concepts and principles in consumer behavior with the goal of understanding how these ideas can be used in marketing and advertising campaigns and consumer decision-making. Students will become acquainted with a variety of psychological concepts, like perception, learning, memory, motivation, personality, attitudes, and the like. This course also covers various situational factors that influence consumer behavior, including those related to physical and social surroundings. As we will discover, psychological processes sometimes lead consumers to make choices that appear to be irrational or biased. We will investigate why people are sometimes irrational, and what approaches can be used to improve consumer decision-making.

### 2. Prerequisites

None

### 3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
60%	40%	%	%	%

### 4. Course Objectives

The main objective of this course is to deepen and broaden students' understanding of psychology in consumer behavior and, to help them apply the knowledge to improve marketing and advertising campaigns and make better decisions. To achieve this objective, this course provides students with an overview of the key psychological concepts and theories in consumer behavior and also help them obtain exposure to current research in the field of consumer behavior.

## 5. Evaluation Systems

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

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Others
25%	25%	20%	15%	%	%	15%	%

## II. Course Materials and Additional Readings

### 1. Required Materials

None

### 2. Supplementary Materials

None

### 3. Optional Additional Readings

None

## III. Course Schedule

Day	Date	Topics & Class Materials, Assignments
<b>Day 1</b>	(6/30)	Welcome & Class Overview
<b>Day 2</b>	(7/4)	Perception
<b>Day 3</b>	(7/5)	Learning & Memory
<b>Day 4</b>	(7/6)	Motivation & Involvement
<b>Day 5</b>	(7/7)	Self-Concept & Personality
<b>Day 6</b>	(7/11)	Consumer-Brand Relationships
<b>Day 7</b>	(7/12)	Consumer Attitudes, Persuasion, Decision Making
<b>Day 8</b>	(7/13)	<b>Midterm Exam</b>
<b>Day 9</b>	(7/14)	Situational Factors
<b>Day 10</b>	(7/18)	Social Influence

Day	Date	Topics & Class Materials, Assignments
<b>Day 11</b>	(7/19)	Temporal Perspective
<b>Day 12</b>	(7/20)	Consumer Task
<b>Day 13</b>	(7/21)	Antecedent State
<b>Day 14</b>	(7/25)	Consumer Bias
<b>Day 15</b>	(7/26)	<b>Final Exam</b>
Makeup Classes 1	(mm/dd)	
Makeup Classes 2	(mm/dd)	

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

-Actual support may vary depending on the course.

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