

# Syllabus (2022-Summer)

Course Title	Consumer Psychology	Course No.	
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Thu Classroom TBA		
Instructor	Name: Seung-Chul Yoo, Ph.D.	Department: Communication & Media	
	E-mail: <a href="mailto:Communication@ewha.ac.kr">Communication@ewha.ac.kr</a>	Phone: 82-2-3277-2240	
Office Hours Office Location	By Appointment Ewha-Posco #301		

## I. Course Overview

### 1. Course Description

Welcome students! Let's learn the art & science of consumer/advertising psychology. This course will focus on the psychological concepts to gain practical insights into our customers' behaviors, decision points, and actions. Translating the gained insights into understandable and usable brand communication applications including advertising/marketing and PR.

### 2. Prerequisites

None

### 3. Course Format

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

### 4. Course Objectives

- Understand the key concepts and general paradigms of consumer/ advertising psychology within the role of the brand communication functions focusing on persuasive communication.
- Understand the broad consumer decision making steps to gain meaningful insights that are truly valuable to marketers.
- Improve cultural understanding in the context of global consumer marketing.
- Improve presentation and writing skills related to brand communication.

My goal is to provide tools and create an environment for learning consumer/ advertising psychology. I believe my responsibility as an instructor is to ensure that this class contributes to the overall return on your investment by providing a worthwhile set of tools and resources and doing my best to demonstrate how interesting and important this topic can be to you and the world-at-large.

### 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
20%	30%	_%	20%	_%	10%	20%	_%

## II. Course Materials and Additional Readings

### 1. Required Materials

Course readings are available as PDFs on Ewha Cyber Campus. For class discussions, you need to bring printed or electronic copies of the articles we'll be discussing [Laptops and smart pads are allowed in class.] Non-class-related use of electronic devices will be restricted.

### 2. Supplementary Materials

None

### 3. Optional Additional Readings

## III. Course Schedule

Day	Date	Topics & Class Materials, Assignments
Day 1	(6/30)	Welcome & Class Roadmap
Day 2	(7/4)	Exposure and Attention
Day 3	(7/5)	Perception and Comprehension
Day 4	(7/6)	Consumer Memory System
Day 5	(7/7)	Consumer Attitude Change
Day 6	(7/11)	Consumer Learning
Day 7	(7/12)	Class Consumer Workshop & Field Study
Day 8	(7/13)	<b><u>Midterm Exam</u></b>
Day 9	(7/14)	Persuasion and Compliance
Day 10	(7/18)	Self-Perception
Day 11	(7/19)	Media Effects and Consumer Psychology
Day 12	(7/20)	<b><u>Leadership Presentations (PT) - Group /or Individual</u></b>

Day	Date	Topics & Class Materials, Assignments
<b>Day 13</b>	(7/21)	Diffusion of Innovation Theory: Consumer Research Insight
<b>Day 14</b>	(7/25)	FCB grid communication strategy / THE CONSUMPTION EXPERIENC
<b>Day 15</b>	(7/26)	<b><u>Final Exam</u></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.