



Hankuk University of Foreign Studies

2024 Summer Session

MKT 560 Consumer Behavior (Postgraduate)

Course Outline

Course Code: MKT 560

Instructor: Dr. Victor Y. Lian

Home Institution: Lynn University

Office Hours: By appointment

Email: vlian@lynn.edu

Credit: 4

Class Hours:

This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour T A discussion sessions, 4-hour review sessions.

Course Description:

This post-graduate online course provides an in-depth exploration of consumer behavior theory and its practical applications. Students will gain insights into the psychological and cultural factors that influence consumer choices and develop a deeper understanding of the consumer decision-making process. Students will examine the latest research and current business practices with extensive coverage of social media influences, increased consumer power, and emerging neuroscience findings. Students will also study controversies in consumer decision-making involving money, goals, emotions, charity, health, materialism, and sustainability.

Learning Objectives

By the end of this course, students should be able to:

1. Understand the key concepts and theories of consumer behavior.
2. Analyze consumer motivations, attitudes, and decision-making processes.
3. Apply consumer behavior insights to marketing and business strategies.
4. Evaluate the impact of cultural and social factors on consumer behavior.
5. Examine ethical and societal issues related to consumer behavior.

Course Prerequisite:



None; open to post-graduate students with a strong interest in consumer behavior and marketing

Required Course Materials:

Hoyer, W.D., MacInnis, D.J., & Pieters, R. (2018). *Consumer Behavior (7e)*. Cengage
ISBN10: 0078028949 | ISBN13: 9780078028946

Grading Components:

Weekly Assignments 40%

Critical questions covering the related topics

Case Analysis 30%

Analyze and discuss real cases by applying related concepts and theories.

Final Exam 15%

Comprehensive exam to test the students' understanding, analytics, and application of related concepts and theories.

Course Reflection and Discussion: 15%

Students will summarize key concepts and have discussions with each other.

Grading System (1 ~ 100)

A+ : 96 - 100	A : 91 - 95
B+ : 86 - 90	B : 81 - 85
C+ : 76 - 80	C : 71 - 75
D+ : 66 - 70	D : 60 - 65
F : 0 - 59	
Pa : Pass	Fa : Fail

Course Schedule

Week 1: Introduction to Consumer Behavior

- Course Overview and Expectations
- Understanding Consumer Behavior
- Motivation, Ability, and Opportunity
- From Exposure to Comprehension
- Memory and Knowledge
- Week-1 Assignment
- Case Analysis

Week 2: Consumer Attitudes and Decision-Making

- Attitudes Based on High Effort
- Attitudes Based on Low Effort



- Problem Recognition and Information Search
- Judgment and Decision-Making Based on High Effort
- Judgment and Decision-Making Based on Low Effort
- Post-Decision Processes
- Week-2 Assignment
- Case Analysis

Week 3: Cultural and Social Influences

- Social Influences on Consumer Behavior
- Consumer Diversity
- Household and Social Class Influences
- Psychographics: Values, Personality, and Lifestyles
- Week-3 Assignment
- Case Analysis

Week 4: Consumer Behavior Outcomes and Ethical Considerations

- Innovations: Adoption, Resistance, and Diffusion
- Symbolic Consumer Behavior
- Marketing, Ethics, and Social Responsibility
- Final Examination
- Course Reflection and Discussion

Late submission

Late submission of assignments will be subject to points deduction (10% everyday) unless by prior arrangement and permission from the instructor.

Academic misconduct

Please follow the guidelines of the university policy. Academic dishonesty or misconduct will not be tolerated and may result in disciplinary action including a grade F for the course.

- The work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual.
- Resubmission of work previously presented in another course is prohibited.
- AI generated submissions are prohibited in this course and will be regarded as plagiarism.

Accommodation

- Accommodation for students with disabilities will be provided once approved by the university.
- Missing class activities and late submissions due to religious holidays are acceptable based on the approval by the university.