

Department: School of Business

Course Name Consumer Behavior

Hours per week 3

Number of Credits 3

Course Description Consumption culture has become a significant part of contemporary life style. Businesses invest huge amounts of resources to study and influence consumers' behaviors. Effective investment and strategies are based on in-depth understanding on how consumers process information (e.g., perception, emotion and attitudes), how they make decisions (e.g., evaluation and choice), and how to influence them by various means (e.g., compliance, culture and Internet). All these are valuable and This course aims to introduce students to the concepts, theories and practices focusing on consumer behavior and marketing strategy. The content will be divided in four parts: 1) an introduction to consumer behavior and marketing strategy; 2) consumer information processing; 3) consumer decision making; and 4) social influences and marketing strategies. The instructor will also provide real business cases, his own research reports and readings as supplementary materials in addition to the textbook – the purpose is to broaden students' horizons, boost their self-learning abilities and develop their analytical skills on key and contemporary topics in the field. At the end of the course, students can expect to have acquired 1) the conceptual background for understanding contemporary issues of consumer behavior and marketing strategy and 2) the competencies to address related problems in a managerial perspective. The subject matter will be addressed through a mix of