



HANYANG UNIVERSITY

Hanyang ERICA Summer School

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2025 Course Syllabus

Course Information	Course Title(Eng)	Consumer Psychology	Course Category	<i>Elective Non-Major(General)</i>
	Credit-Lecture-Lab	3 credits-4.5 hrs-0 hrs	Course Restrictions	N/A
	College/School	<i>International Summer School(ERICA)</i>	College/School Responsible	Foreign Exchange Program(Y0000341)
	Meeting Times	9:00am-12:00pm 1:00pm-2:30pm 10times	Electronic Attendance	N

Instructor Info	Department	Business Administration	Name	Jakeun Koo, Ph.D.
	Contacts	+82-31-400-5624	E-mail	jakekoo@hanyang.ac.kr
	Homepage	https://ibusen.hanyang.ac.kr/front/faculty/faculty-economics/view?id=118		
Course Type	Teaching Method	Lecture, Face-to-face		

Course Description	To succeed in business, firms should build up strategies for their products, distribution, promotions, and prices based on consumers' needs and wants. Consumer psychology is thus one of the most important fields in marketing communications.
Course Objectives	This course aims to educate students on consumer psychology and behavior theories and examples and to improve their ability as managers in the real world.
Notice for Students	<ul style="list-style-type: none"> • A textbook is needed to understand the lecture but not mandatory. • No specific pre-knowledge is required. This course covers the introduction of consumer psychology concepts and theories. • Course materials are provided electronically via the course homepage.

	No.	Title	Author	Publisher	ISBN	Price(KRW)
Textbook	1	Consumer Behavior: Buying, Having, Being (13th edition) – earlier edition is okay	Solomon	Pearson	9780135225691	TBA

Evaluation	Evaluation Criteria	Percentage(%)	Evaluation Criteria	Percentage(%)
		Attendance	10	Quiz



	Assignments	30	Mid-term Exam	30
	Discussion		Final Exam	30
	Team Project		Participation	
	Other			Percentage(%)
	Total 100 %			

Daily Lecture Plan and Assignments	Day	Title	Activity
	1	<ul style="list-style-type: none"> • Course Introduction • Buying, Having, and Being: An Introduction to Consumer Behavior 	
	2	<ul style="list-style-type: none"> • Consumer and Social Well-Being • Perception 	
	3	<ul style="list-style-type: none"> • Learning and Memory • Motivation and Affect 	
	4	<ul style="list-style-type: none"> • The Self and Gender Identity • Personality, Lifestyles, and Values • Review for Mid-term Exam 	Assignment 1 Due
	5	Mid-term Exam	
	6	<ul style="list-style-type: none"> • Attitudes and Persuasive Communications • Decision Making 	
	7	<ul style="list-style-type: none"> • Buying, Using, and Disposing • Group Influences and Social Media 	
	8	<ul style="list-style-type: none"> • Income and Social Class • Subcultures 	
	9	<ul style="list-style-type: none"> • Culture • Review for Final Exam 	Assignment 2 Due
10	Final Exam		