

科目コード／科目名 (Course Code / Course Title)	BT169／Modern Consumer Culture and Society		
テーマ／サブタイトル等 (Theme / Subtitle)	Consumer Behavior		
担当者名 (Instructor)	ザン, C. (CHANG CHIAO YUN)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU3101	言語 (Language)	英語 (English)
備考 (Notes)			

授業の目標 (Course Objectives)

This course is designed to provide an overview of consumer behavior and highlight the convergence and divergence in different culture and societies.

授業の内容 (Course Contents)

This course reviews a wide range of consumer behavioural theories from the various social sciences and explores the environmental influences on consumer behaviour. It also examines the importance of global consumer culture and its impact on the societies. Classes involves a blend of lectures, cases, class discussions and group presentations.

After completing the class, students should be able to:

1. Learn key theories and research from the behavioural science that help us to understand consumer behaviour.
2. Understand the process used when individuals, group or organisations make consumption decisions.
3. Apply these concepts and theories in developing and evaluating marketing strategies, understanding their value and limitations.

To complete the module successfully, attendance at all classes is advised. Students are also expect to work independently, undertaken any required background reading or practice exercises, and actively participate in discussions or small group work.

授業計画 (Course Schedule)

1. Introduction and overview of the course (face-to-face)
2. Buying, Having and Being: An Introduction to Consumer Behavior (face-to-face)
3. Decision Making and Consumer Behavior (face-to-face)
4. Consumer and Social Well-Being (face-to-face)
5. Perception (face-to-face)
6. Learning and Memory (face-to-face)
7. Test 1 (Group Presentation) (face-to-face)
8. Motivation and Affect (online)
9. The Self: Mind, Gender, and Body (online)
10. Personality, Lifestyles, and Values (online)
11. Attitudes and Persuasive Communications (online)
12. Group Influences and Social Media (online)
13. Income and Social Class (online)
14. Test 2 (Group Presentation) (online)

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

A list of cases and articles will be provided via the e-learning system. Articles are from leading consumer research journals as well as some popular business magazines. It is highly recommended that students should check their email box regularly in order not to miss any notice from the lecturer.

成績評価方法・基準 (Evaluation)

Mid-term Group Presentation(25%)/Final Group Presentation(25%)/Class contribution(20%)/Case Study X3(30%)

テキスト (Textbooks)

1. Michael R. Solomon. 2020. *Consumer Behavior: Buying, Having and Being*. Pearson (ISBN:9780135213544)

参考文献 (Readings)

1. Frank R. Kardes; Maria L. Cronley; Thomas W. Cline. 2014. *Consumer Behavior*. Cengage Learning (ISBN:978-1133587675)
2. Lianne Yu. 2014. *Consumption in China*. Polity (ISBN:978-0745669717)

3. Antony Palackal. 2011. *Globalization, Consumer Culture and Identity*. Rawat Publications (ISBN:978-8131603963)
4. Jean Baudrillard. 2016. *The Consumer Society*. Sage (ISBN:978-1473982383)
5. Joel Stillerman. 2015. *The Sociology of Consumption*. Polity (ISBN:978-0745661285)
6. Catherine V Jansson-Boyd. 2010. *Consumer Psychology*. McGraw-Hill (ISBN:978-0335229284)
7. Richard P. Bagozzi; Zeynep Gurhan-Canli; Joseph R. Priester. 2002. *The Social Psychology of Consumer Behavior*. Open University Press (ISBN:978-0335207220)

その他(HP等)(Others(e.g.HP))

The above course schedule is tentative and is subject to change.

Please bring your device to the class.

Sheltered Course(Min.TOEIC:730)

Contact with Professor

If you have any questions about the course, contact me by e-mail 5553906@rikkyo.ac.jp

注意事項(Notice)

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