南京航空航天大学
Nanjing University of Aeronautics and Astronautics

Syllabus

Course No.	1901046W	**College**	College of Economics and Management	**Dept.**	Economics Department
Teacher	Hong Zha				
Time	2021.07.05—2021.08.06				
Course Name	**English**	Consumer Behavior			
	Chinese	消费行为学			
Course credit hours	**Total**	**Theory**	**Office Hour or Practice**	**Credits**	
	70	60	10	4.0	

Course description：

The consumer is the focus of all marketing activities when marketing managers operate under the Marketing Concept. It is the objective of Consumer Behavior to develop: an understanding of the environmental or social factors that influence the consumer decision-making process; an understanding the individual or psychological factors that influence the consumer decision-making process; the consumer processes of decision-making and of information processing; knowledge of how consumer behavior impacts the marketing manager's strategy in product decision, pricing, placement, and promotion in the global marketplace.

The Consumer Behavior Model will be applied to a variety of subcultures and market segments throughout the course to illustrate the application of the basic psychological and social principles to Marketing Strategy

Requirements for courses; ability and knowledge in advance

Introduction to Financial Accounting

Course structure explanation:

Make clear the necessary parts, optional parts, distribution of hours. Courses with experiments or practice are expected to explain credit hours needed, content, scheme and functions.

Tentative Schedule

WEEK ONE:

Ch 1 - 2 ---- Introduction and Syllabus
Ch 2, 11 ---- Consumer Behavior Model
Ch 11, 12 ---- Decision Making Categories
Quiz #1

WEEK TWO:

Ch 8, 13 ---- Diffusion of Innovations
Readings ---- Transfer of Meaning: Culture to Individual
Ch 9 - 10 ---- Effect of Culture
Ch 10 ---- Sub-Cultures and Sub-Cultural Influences
Readings ---- Sub-Culture
Quiz #2

WEEK THREE:

Ch 8, 10 ---- Group Influences
Ch 15 ---- Family Influences
Assignment #1
Midterm Exam

WEEK FOUR:

Ch 5 - 6 ---- Motivation Theory; Id, Ego, Superego
Readings ---- Archetypal Personalities
Ch 3 ---- Perception Theory
Ch 4 ---- Learning Theory

WEEK FIVE:

Ch 7 ---- Attitude Change, Product Repositioning, New Products
Application to Product Categories
Review for Final Exam
Final Exam

Teaching methods (Lectures, practice, etc)

The course will be developed with such methods as lectures, discussion, research and presentation and writing assignments

Forms of evaluation and requirements
Structure of the final grade(including presence, class performance,), focus of exam, forms of exam(test, interview, final report, etc)

Quiz = 15% each, 30% total
Midterm Exam = 30%
Final Exam = 40%

Grade Scale

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	63-66
B+	87-89	C	73-76	D-	60-62
B	83-86	C-	70-72	F	0-59

Grades are not rounded up or curved.

Students are expected to maintain high standards of academic honesty. Specifically, unless otherwise directed by the professor, students may not consult other students, books, notes, electronic devices or any other source, on examinations. Failure to abide by this may result in a zero on the examination, or even failure in the course.

	Name	**Publisher**	**Author**	**Year**	**Price**
Textbook	*Consumer Behavior 6th edition*	Cengage Learning	Barry J. Babin & Eric Harris	2014	
References	**Name**	**Publisher**	**Author**	**Year**	**Price**
	Additional readings will be provided through your student center				