上海建桥学院课程教学进度计划表

**一、基本信息**

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| 课程代码 | 2060683 | 课程名称 | Consumer Behavior |
| 课程学分 | 2 | 总学时 | 32 |
| 授课教师 | JIANG TAO | 教师邮箱 | 21809@gench.edu.cn |
| 上课班级 | Business Administration B20-3,4,5 | 上课教室 | Online & Classroom |
| 答疑时间 | 13:00-16:00 Monday | | |
| 主要教材 | David L. Mothersbaugh Del I. Hawkins Consumer Behavior Building Marketing Strategy | | |
| 参考资料 | 【消费者行为学 戴维L.马瑟斯博 德尔I.霍金斯 著，机械工业出版社2021年7月第1版】  【消费者行为学 周欣悦 王丽丽著，机械工业出版社2021年12月第2版 | | |

**二、课程教学进度**

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| 周次 | 教学内容 | 教学方式 | 作业 |
| 9 | **Part I Introduction**  **Chapter 1 Consumer Behavior and Marketing Strategy**   * 1. Applications of consumer behavior   2. Marketing strategy and consumer behavior   3. Market analysis components   4. Marketing strategy   5. Consumer decisions   6. Outcomes   7. The nature of consumer behavior   **Part II external influences**  **Chapter 2 cross-cultural variations in consumer behavior**  2.1 The concept of culture  2.2 Variations in cultural values  2.3 Cultural variations in nonverbal  2.4 Global culture  2.5 Cross-Cultural marketing strategy | Online Teaching  Group Discussion  Team Practice |  |
| 10 | **Chapter 3 The changing American cultural values and social stratification**  3.1 changes in American cultural values  3.2 marketing strategy and value  3.3 American demographics  3.4 understanding American generations  3.5 social stratification  3.6 social structure in the United States  3.7 the measurement of social class  3.8 social stratification and market strategy  **Chapter 4 The American society: families and households**  4.1 the nature and influence of American households  4.2 the household life cycle  4.3 marketing strategy base on the household life cycle  4.4 family decision making  4.5marketing strategy and family decision making  4.6 consumer socialization  4.7 marketing to children  **Chapter 5 group influences on consumer behavior**  5.1 types of groups  5.2 reference group influences on the consumption process  5.3 marketing strategy base on the reference group  5.4 communications within groups and opinion leadership  5.5 diffusion of innovations | Online Teaching  Group Discussion  Team Practice | X1 |
| 11 | **Part III Internal Influence**  **Chapter 6 perception**  6.1 the nature of perception  6.2 exposure & attention & interpretation  6.3 perception and marketing strategy  **Chapter 7 Learning, Memory, and Product Position**  7.1 the nature of learning and memory  7.2 memory’s role in learning  7.3 learning under high and low involvement  7.4 learning, memory, and retrieval  7.5 brand image and product positioning  7.6 brand equity and brand leverage  **Chapter 8 motivation, personality, and emotion**  8.1 the nature of motivation  8.2 motivation theory and marketing strategy  8.3 personality  8.4 the use personality in marketing practice  8.5 emotion  8.6 emotion and marketing strategy | Online Teaching  Group Discussion  Team Practice | X2 |
| 12 | **Chapter 9 attitudes and influencing attitudes**  9.1 attitude components  9.2 attitude change strategies  9.3 individual and situational characteristics that influence attitude change  9.4 communication characteristics that influence attitude formation and change  9.5 market segmentation and product development strategies based on attitudes  **Chapter 10 self-concept and lifestyle**  10.1 self-concept  10.2 the nature of life styles  10.3 the VALS system  10.4 Geo-lifestyle analysis  10.5 international lifestyles | Online Teaching  Group Discussion  Presentation |  |
| 13 | **Part IV Consumer Decision Process**  **Chapter 11 situational influence**  11.1 the nature of situation influence  11.2 situation characteristics and consumption behavior  11.3 ritual situations  11.4 situational influence and market strategy  **Chapter 12 Consumer decision process and problem recognition**  12.1 types of consumer decisions  12.2 the process of problem recognition  12.3 uncontrollable determinants of problem recognition  12.4 marketing strategy and problem recognition  **Chapter 13 information search**  13.1 the nature of information search  13.2 types of information sought  13.3 sources of information  13.4 amount of external information search  13.5 costs versus benefits of external search  13.6 market strategy based on information search patterns | Online Teaching  Group Discussion  Presentation | X3 |
| 14 | **Chapter 14 alternative evaluation and selection**  14.1 consumer choice and types of choice process  14.2 evaluative criteria  14.3 individual judgment and evaluative criterial  14.4 decision rules for attribute-based choice  **Chapter 15 outlet selection and purchase**  15.1 the evolving retail scene  15.2 attributes affecting retail outlet selection  15.3 consumer characteristics and outlet choice  15.4 in-store and online influence on brand choice  15.5 purchase | Online Teaching  Group Discussion  Presentation |  |
| 15 | **Chapter16 Postpurchase process, customer satisfaction, and customer commitment**  16.1 postpurchase dissonance  16.2 product use and nonuse  16.3 disposition  16.4 purchase evaluation and customer satisfaction  16.5 dissatisfaction response  16.6 customer satisfaction, repeat purchases, and customer commitment  **Class test** | Online Teaching  Group Discussion  Presentation |  |
| 16 | Class presentation | Class presentation |  |

**三、评价方式以及在总评成绩中的比例**

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| 总评构成（1+X） | 评价方式 | 占比 |
| X1 | Case Analysis | 30% |
| X2 | Class Test | 30% |
| X3 | Presentation | 40% |

任课教师： 姜涛 系主任审核： 吴璠 日期：2022/02/16