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 culture2.2 Variations in cultural values2.3 Cultural variations in nonverbal2.4 Global culture 2.5 Cross-Cultural marketing strategy | Online TeachingGroup DiscussionTeam Practice |  |
| 10 | **Chapter 3 The changing American cultural values and social stratification**3.1 changes in American cultural values3.2 marketing strategy and value3.3 American demographics3.4 understanding American generations3.5 social stratification3.6 social structure in the United States3.7 the measurement of social class3.8 social stratification and market strategy **Chapter 4 The American society: families and households**4.1 the nature and influence of American households4.2 the household life cycle4.3 marketing strategy base on the household life cycle4.4 family decision making 4.5marketing strategy and family decision making4.6 consumer socialization4.7 marketing to children**Chapter 5 group influences on consumer behavior**5.1 types of groups5.2 reference group influences on the consumption process5.3 marketing strategy base on the reference group5.4 communications within groups and opinion leadership5.5 diffusion of innovations | Online TeachingGroup DiscussionTeam Practice | X1 |
| 11 | **Part III Internal Influence** **Chapter 6 perception**6.1 the nature of perception6.2 exposure & attention & interpretation6.3 perception and marketing strategy**Chapter 7 Learning, Memory, and Product Position**7.1 the nature of learning and memory7.2 memory’s role in learning7.3 learning under high and low involvement7.4 learning, memory, and retrieval7.5 brand image and product positioning7.6 brand equity and brand leverage**Chapter 8 motivation, personality, and emotion**8.1 the nature of motivation8.2 motivation theory and marketing strategy8.3 personality8.4 the use personality in marketing practice 8.5 emotion8.6 emotion and marketing strategy | Online TeachingGroup DiscussionTeam Practice | X2 |
| 12 | **Chapter 9 attitudes and influencing attitudes**9.1 attitude components9.2 attitude change strategies9.3 individual and situational characteristics that influence attitude change9.4 communication characteristics that influence attitude formation and change9.5 market segmentation and product development strategies based on attitudes**Chapter 10 self-concept and lifestyle**10.1 self-concept10.2 the nature of life styles10.3 the VALS system10.4 Geo-lifestyle analysis 10.5 international lifestyles | Online TeachingGroup DiscussionPresentation |  |
| 13 | **Part IV Consumer Decision Process****Chapter 11 situational influence**11.1 the nature of situation influence11.2 situation characteristics and consumption behavior11.3 ritual situations11.4 situational influence and market strategy**Chapter 12 Consumer decision process and problem recognition**12.1 types of consumer decisions12.2 the process of problem recognition12.3 uncontrollable determinants of problem recognition12.4 marketing strategy and problem recognition**Chapter 13 information search**13.1 the nature of information search13.2 types of information sought13.3 sources of information13.4 amount of external information search13.5 costs versus benefits of external search13.6 market strategy based on information search patterns  | Online TeachingGroup DiscussionPresentation | X3 |
| 14 | **Chapter 14 alternative evaluation and selection**14.1 consumer choice and types of choice process14.2 evaluative criteria14.3 individual judgment and evaluative criterial 14.4 decision rules for attribute-based choice**Chapter 15 outlet selection and purchase**15.1 the evolving retail scene15.2 attributes affecting retail outlet selection15.3 consumer characteristics and outlet choice15.4 in-store and online influence on brand choice15.5 purchase  | Online TeachingGroup DiscussionPresentation |  |
| 15 | **Chapter16 Postpurchase process, customer satisfaction, and customer commitment**16.1 postpurchase dissonance16.2 product use and nonuse16.3 disposition16.4 purchase evaluation and customer satisfaction16.5 dissatisfaction response 16.6 customer satisfaction, repeat purchases, and customer commitment**Class test** | Online TeachingGroup DiscussionPresentation |  |
| 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