

愛知東邦大学 シラバス

開講年度(Year)	2023年度	開講期(Semester)	前期
授業科目名(Course name)	Consumer Psychology		
担当者(Instructors)	Haney Cheyenne Nicole	配当年次(Dividend year)	3
単位数(Credits)	2	必修・選択(Required / selection)	選択必修

■ 授業の目的と概要(Course purpose/outline)
While considering how people shop and think, you will build basic business skills. This class focuses on developing basic marketing, critical thinking, and project management skills through interactive projects and communication, reading, and writing activities. We will consider how marketing professionals use tools to influence consumers to choose goods or services.

■ 授業形態・授業の方法(Class form)	
授業形態(Class form)	演習
授業の方法(Class method)	Classes are a combination of lecture, group work, and discussion in English. You will use skills learned in class to complete a final project.

■ 各回のテーマとその内容(Each theme and its contents)			
回数(Num)	テーマ(Theme)	内容(Contents)	メディア区分(Media)
第1回	Introduction	What is consumer psychology?	<input type="checkbox"/>
第2回	Needs vs. Wants	Why do we buy things?	<input type="checkbox"/>
第3回	Branding	What is branding? How does this affect what we buy?	<input type="checkbox"/>
第4回	Pop Culture	How do brands use music, movies, and television to influence consumers?	<input type="checkbox"/>
第5回	Advertising	What are the common forms of advertising? Analyze how advertising affects consumers.	<input type="checkbox"/>
第6回	Social Media	What is the role of an influencer? How does social media impact our thoughts?	<input type="checkbox"/>
第7回	Going Viral	What makes something go viral online? Discuss how viral trends affect consumption.	<input type="checkbox"/>
第8回	Misinformation	How does incorrect information affect consumers? Consider how this information impacts what we consume.	<input type="checkbox"/>
第9回	Experiences and Loyalty	Why do brands create experiences? Understand what makes us loyal to brands.	<input type="checkbox"/>
第10回	Globalization	How do international companies grow? Explore how brands change their marketing strategy for different cultures.	<input type="checkbox"/>
第11回	Shopping	What happens in stores when we shop? How do marketing tactics affect consumers?	<input type="checkbox"/>
第12回	The Paradox of Choice	Why is it difficult to make a choice?	<input type="checkbox"/>
第13回	Thinking	Analyze why you buy things, recent purchases	<input type="checkbox"/>
第14回	Project Preparation	Review class contents. Complete and practice final projects.	<input type="checkbox"/>
第15回	Summary and Final Project Explanation	Discuss class contents. Present final projects to the class. Ask questions and provide feedback to classmates.	<input type="checkbox"/>

■ 授業時間外学習（予習・復習）の内容(Preparation/review details)
① Review information from the last lesson (about 1 hour). ② PREPARE for the next lesson by completing assignments (about 1~2 hours). ③ APPLY your knowledge to complete all project and homework assignments before the start of the next lesson (1 - 2 hours).

■ 課題とフィードバックの方法(Assignments/feedback)

All homework assignments must be submitted by the beginning of the next lesson or due date given by the instructor. Feedback will be given in class during pair and group work sessions. All homework assignments and assessments will be returned with a score, comments, and advice. You should carefully review these comments/advice and apply them in the future.

■授業の到達目標と評価基準(Course goals)

区分(Division)	DP区分(DP division)	内容(DP contents)
主体性	◆ 2021国際ビジネスDP3	<ul style="list-style-type: none"> ◆ Develop an understanding of marketing practices. ◆ Describe basic marketing ideas in English. ◆ Explore how marketing strategy affects consumers. ◆ Demonstrate an understanding of consumer psychology by planning and completing a project.

■成績評価(Evaluation method)

筆記試験(Written exam)	実技試験(Practical exam)	レポート試験(Report exam)	授業内試験 (in-class exam)	その他(Other)
			100%	0%

授業内試験等(具体的内容)(Specific contents)

Evaluate using short weekly assignments based on the topic, preparation for the final project, and the quality of a final project that shows comprehension of topics discussed in class.

■テキスト(Textbooks)

No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1	None (all materials will be provided in class)	
2		
3		
4		
5		

■参考図書(references books)

No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1		
2		
3		
4		
5		