

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	消费者行为学 Consumer Behavior				
2.	授课院系 Originating Department	信息系统与管理工程系 Division of Information Systems & Management Engineering				
3.	课程编号 Course Code	MIS321				
4.	课程学分 Credit Value	3				
5.	课程类别 Course Type	专业选修课 Elective Course				
6.	授课学期 Semester	秋季 Fall				
7.	授课语言 Teaching Language	英文 English				
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	李媛媛, 信息系统与管理工程系, liyy3@sustech.edu.cn Yuanyuan Li, Division of Information Systems & Management Engineering, liyy3@sustech.edu.cn				
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	无 NA				
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	30				
11.	授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
	学时数	42	2 (期中考试 Mid-		4 (小组报告 Final	48

Credit Hours

	term Examination)		Presentation)	
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12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 None
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 None
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 None

教学大纲及教学日历 SYLLABUS

15. **教学目标 Course Objectives**

本课程是一门关于消费者行为的本科课程。本课程旨在帮助学生掌握消费者行为领域的基本理论。通过本课程，学生不仅能掌握有关消费者行为的理论，而且培养了理解实验原理和因果关系的能力。小组报告还将加强学生的团队合作能力和批判性思维。

This class is an undergraduate course on consumer behavior. This course intends to help students to grasp the fundamental theories in consumer behavior domain. Through this course, students not only acquire theories on consumer behavior, but also develop the capability to understand the rationale of experiments and causal relationships. Cooperation, teamwork and critical thinking should be strengthened by group presentation.

16. **预达学习成果 Learning Outcomes**

1. 学生将学习有关消费者行为的基本理论。
 2. 学生们将运用有关消费者的知识进行思考。
 3. 学生将以小组为单位进行合作和报告。
1. Students will acquire fundamental theories about consumer behaviour.
 2. Students could apply the knowledge about consumers to make nudges.
 3. Students will work as a team, and present group works.

17. **课程内容及教学日历**（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

- 课程 1 - LESSON 1. 课程导论 Introduction: Buying, Having and Being
- 课程 2 - LESSON 2. 消费者行为学研究方法 Research methods in Consumer Behaviour
- 课程 3 - LESSON 3. 感知 Perception
- 课程 4 - LESSON 4. 学习 Learning
- 课程 5 - LESSON 5. 记忆 Memory
- 课程 6 - LESSON 6. 知识可得性 Knowledge Accessibility
- 课程 7 - LESSON 7. 知觉的影响 Effects of Sensory Factors
- 课程 8 - LESSON 8. 消费者推断 Consumer Inference
- 课程 9 - LESSON 9. 动机 Motivation
- 课程 10 - LESSON 10. 情感 Affect
- 课程 11 - LESSON 11. 自我: 思想、性别和身体 The Self: Mind, Gender and Body
- 课程 12 - LESSON 12. 期中考试 Mid-term Examination
- 课程 13 - LESSON 13. 个性、生活方式和价值 Personality, Lifestyles and Values
- 课程 14 - LESSON 14. 自我调节 Self-regulation
- 课程 15 - LESSON 15. 态度改变与说服 Attitude Change and Persuasion
- 课程 16 - LESSON 16. 决策 Decision Making
- 课程 17 - LESSON 17. 购买、使用和处理 Buying, Using and Disposing
- 课程 18 - LESSON 18. 行为定价 Behavioural Pricing
- 课程 19 - LESSON 19. 团体和社交媒体 Groups and Social Media
- 课程 20 - LESSON 20. 收入和社会阶层 Income and Social Class
- 课程 21 - LESSON 21. 亚文化 Subcultures
- 课程 22 - LESSON 22. 消费者和社会福利 Consumer and Social Well-Being
- 课程 23 - LESSON 23. 小组报告 Final project presentation
- 课程 24 - LESSON 24. 小组报告 Final project presentation

18. **教材及其它参考资料 Textbook and Supplementary Readings**

教材 Textbook

消费者行为学 12 版(Consumer Behaviour: Buying, Having, and Being), 工商管理经典译丛·市场营销系列, 中国人民大学出版社, ISBN: 9787300260549

Supplementary readings:

Nudge: Improving Decisions about Health, Wealth, and Happiness. Richard Thaler and Cass Sunstein (2009)

Predictably Irrational: The Hidden Forces That Shape Our Decisions. Dan Ariely (2010)

课程评估 ASSESSMENT				
19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes



出勤 Attendance

根据学生的出勤，将按照以下标准在学生最终成绩中增加额外的分数：全勤=10分；缺勤1天=7分；缺勤2天(仅2天)=5分

According to your attendance the following extra credit will be added to YOUR final grade: PERFECT attendance, no days missed = 10 points; ONE (and only one) absence = 7 points; TWO (and only two) = 5 points

10

只是在出勤表中签名而后离开 的学生将被标记为缺勤。不要忘记在出勤表中签字。一旦出勤表中你的签字处为空白，你当天将被视为缺勤。Those that just sign the attendance log and then leave class shall be marked absent. Do NOT forget to sign the attendance log. Once your unsigned field receives the "blank mark" you are officially counted absent for that day!

课堂表现 Class Performance

根据学生的课堂表现以及小组活动表现进行额外的加分，课堂加分的时机不提前告知。There will be opportunities to earn extra credit during the course through in-class assignments and group activities. These opportunities will be unannounced.

小测验 Quiz

课程项目 Projects

平时作业 Assignments

期中考试 Mid-Term Test

第 12 次课程
Lesson 12

15

缺勤期中考查的学生无法获得该部分成绩。A student missing the mid-term assessment will lose the score in this part.

期末考试 Final Exam

期末报告 Final Presentation

第 23、24 次课程
Lesson 23 and 24

25

没有参加小组展示的学生无法获得该部分成绩。A student missing the group

其它（可根据需要
改写以上评估方
式）
**Others (The
above may be
modified as
necessary)**

			presentation will lose the score in this part.
研究计划 Research proposal	50		没有提交研究计划的学生将直接挂科处理。 A student who does not submit research proposal will be given a failing grade for the course.

20. 记分方式 **GRADING SYSTEM**

- A. 十三级等级制 **Letter Grading**
 B. 二级记分制（通过/不通过） **Pass/Fail Grading**

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority

