Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2026

Consumer Behavior

Prof. Sukki Yoon, Bryant University

SHORT COURSE DESCRIPTION

The goal of this course is to provide 1) an understanding of the dynamics that underlie consumer behavior (CB) and the factors that influence these dynamics, and 2) experience in extending beyond knowing and understanding to applying said knowledge. For many aspects of the course experience, the guiding question will be: "How could you apply the concepts and principles form assigned reading to develop, improve, package or promote your product/service/issue in a way likely to impact positively upon consumers' mental states and/or behavior? "

TEXTBOOK

Consumer Behavior: Buying, Having, Being, 14th edition, Michael R. Solomon and Cristel Antonia Russell, Pearson, ISBN-13: 9781292452340; Available at KYOBO Book Store Gwanghwamun (Foreign Books Department; Phone: 02-397-3451).

COURSE REQUIREMENTS AND GRADING

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss class are expected to make arrangements with fellow students for lecture material.
NOTE: **SKKU regulations require students to attend at least 80% of all classes (i.e., missing four sessions will result in automatic failure of the course).**

	Grading		Scale	
Participation	25%	90-100%	A	PASS
Brand Audit	25%	87-89%	B+	PASS
Consumer Observation	25%	84-86%	B	PASS
Final Project	25%	77-79%	C+	PASS
		80-83%	B-	PASS
		74-76%	C	PASS
		70-73%	C-	PASS
Total	100%	67-69%	D+	PASS
		60-66%	D	PASS
		59% or lower	F	FAIL

CLASS PARTICIPATION

Class participation is an important part of the learning experience, and all students are encouraged to contribute regularly. There are no "stupid" questions or comments—every contribution adds value to our discussion and helps build a more engaging and inclusive classroom. I will often pose questions to the class as a whole or occasionally direct questions to specific individuals ("cold calling") to encourage broader involvement.

BRAND AUDIT

Your group's challenge is to dive into the world of a brand of your choice—not just to analyze it, but to bring it to life. This isn't just a business presentation—this is a performance. Your goal is to tell a compelling, entertaining, and insightful story about the brand: where it came from, what it means to people, what's working, what's not, and where it could go next. Use your creativity, your humor, your storytelling instincts. Think like brand detectives, pop culture critics, and marketing consultants—then

blend it all into a show that your classmates will remember.

What to Include in Your Presentation:
Use these three pillars to build your story:

- The Brand's Origin Story: How did it begin? Who started it, and why? What major turning points shaped the brand? Think Marvel Universe—but with logos.
- What the Brand Means: What emotions, associations, or stereotypes do people have about this brand? Is it cool? Boring? Trustworthy? Pretentious? Show us how the brand is perceived—through memes, reviews, social posts, or personal anecdotes.
- The Good, The Bad, and The Awkward: What is the brand doing well? Where is it struggling? Show both the brilliance and the blunders. Humor is welcome—if they had a marketing fail, let us laugh and learn from it!

Presentation Details:

- Length: 30–40 minutes
- Format: Use PowerPoint, Keynote, Prezi, or Canva
- Visuals: Bring the brand to life with photos, commercials, packaging, screenshots, and social media posts
- Video: Show at least one short video (e.g., ad or influencer content) to demonstrate how the brand speaks to the world
- Storytelling: Think like a Netflix docuseries, not a corporate boardroom. Use humor, creativity, and voice. Feel free to include skits, characters, role-play, or dramatic reenactments—if it helps tell the story.
- Class Engagement: End with 2–3 fun or thought-provoking questions to get the class talking.

Submission Instructions:

- Deadline: Upload your slide deck to Canvas under the "BrandAudit" folder by 1 hour before your presentation.
- Format: PDF, PowerPoint, or exported Keynote/Canva
- Bring a backup: Have your slides ready to present in class (USB, Google Drive, etc.)

Final Words of Wisdom:
This is your time to educate and entertain. Make your classmates laugh. Make them think. Make them care about a brand they may have never even noticed. The more fun you have, the more memorable and effective your presentation will be.

CONSUMER OBSERVATION

In pairs, you'll visit a local retail store in Seoul (or a nearby neighborhood). It may be part of a national chain, but it must have a physical storefront in Seoul that allows for in-person observation. You'll spend 30–45 minutes observing how the store environment influences consumer behavior, and then create a slide presentation that not only analyzes what you saw but entertains and educates your classmates.

* This is not just a report—it's a performance. Your presentation should be engaging, creative, and fun. Use storytelling, humor, visuals, and even roleplay to bring your insights to life.

Cross-Cultural Discovery
One of the goals of this assignment is to help you reflect on cultural differences in consumer behavior. Pay special attention to how retail environments and shopper experiences in Korea compare to what you're used to in your home country.

Ask yourself:

- What surprised you about how customers behave here?
- How are employees trained differently?
- Are products presented, sold, or promoted in unique ways?
- Are there things that wouldn't "make sense" in a home-country context—and vice versa?
- What cultural values or norms do you see reflected in the retail experience?

Use these cross-cultural insights to deepen your analysis and entertain your audience—you might even structure your whole presentation around "Korea vs. Home" comparisons.

Additional Observation Prompts:

While cross-cultural comparisons should be important, also consider the following:

- What is the store's atmosphere like? (music, lighting, scent, colors)
- Are employees attentive? How many are on the floor?
- What kinds of displays or promotions are used?
- How is the store laid out? Does it control shopper flow?
- Is the space cluttered or minimalist?
- Are there strategies to trigger impulse buying?
- What kind of in-store or external marketing is visible (ads, signs, social media, etc.)?
- What small but telling details made you pause or laugh?

Then, offer managerial takeaways: what would you recommend if you were advising this store on how to serve both local and international consumers better?

Slide Deck Guidelines:

- Length: 10–15 slides (excluding title and references)
- Include speaker notes or concise bullet points
- Visuals required: photos, diagrams, store layouts, marketing samples, etc.
- Highlight cross-cultural insights—through side-by-side comparisons, examples, or clever storytelling
- Keep slides visually clean (avoid text overload)
- Cite outside sources or media on the final slide

Presentation Expectations:

- Presentation time: 20–30 minutes
- Tools allowed: PowerPoint, Keynote, Prezi, or Canva
- Be entertaining and insightful:
    - Use humor, stories, roleplay, or even mock "Korean commercials"
    - Include at least one video or visual aid (e.g., ad, customer behavior clip)
    - Emphasize the cultural comparisons: make us see and feel the difference
- End with 2–3 fun, thoughtful discussion questions
- All group members must participate

Submission Instructions:

- Upload your slide deck to Canvas under the "Consumer Observation" folder
- Deadline: At least 1 hour before your presentation
- Late uploads will result in a grade penalty
- Bring a backup copy (USB or cloud link)

Final Tip:

This project is about seeing culture in action and helping your classmates experience it, too. Use your

creativity to make your story memorable and your insights meaningful. Show us what you saw, tell us why it matters—and make us laugh, think, and learn.

FINAL PROJECT

In place of a final exam, students will complete an **individual final project** in the form of a PowerPoint, Google Slides, or Keynote presentation. This project challenges you to apply, connect, and reflect on key concepts from the course in a way that is personal, analytical, and creative—distinct from the group-based Brand Audit and Consumer Observation assignments.
Each student will give an 8-minute in-class presentation of their project. Your task is to create a visually engaging and intellectually thoughtful slide deck (10–12 slides) that explores a consumer behavior topic of your choice from the list provided below. Use visuals, concise text, and clear bullet points or speaker notes to present your analysis in a compelling and organized manner.

Choose One of The Following Prompts:

1. Behavior Behind a Trend
Pick a current consumer trend (e.g., AI-generated content, eco-packaging, quiet quitting, K-beauty, TikTok shopping) and analyze:

- What psychological principles are driving its popularity?
- How does this trend reflect evolving consumer needs, values, or identities?
- How are brands responding — well or poorly?
- What could marketers do to better capitalize on this trend?

Back up your analysis with ads, screenshots, social media examples, etc.

2. My Life as a Consumer — What Changed After This Course
Create a personal reflection project showcasing how your understanding of your own consumer behavior has changed because of this course.

- Highlight 2–3 behaviors, habits, or purchases that you now understand differently.
- Use specific course concepts (e.g., framing effect, scarcity bias, habit loops).
- Include examples (e.g., purchases, screenshots, social media ads) to illustrate.

This is your chance to make the course content personally meaningful.

Slide Deck Requirements:

- 10–12 slides total, not including title and references (if used)
- Use relevant visuals (photos, ads, screenshots, data, etc.)
- Stay concise: don’t overload slides with text
- If you use outside sources or images, cite them on the last slide

COURSE REQUIREMENTS AND GRADING

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss class are expected to make arrangements with fellow students for lecture material.

COURSE SCHEDULE

Date	Topics & Readings	Assignments/Presentations
WEEK I	**Overview**	
6/29 Mon	Introduction; TedTalk	
6/30 Tue	Ch 1: Consumer Behavior	
7/1 Wed	Ch 2: Segmentation & Positioning	
7/2 Thu	Ch 3: Branding	
WEEK II	**Information Processing**	
7/6 Mon	Ch 4: Perception	Brand Audit (TBA)
7/7 Tue	Ch 5: Memory	Brand Audit (TBA)
7/8 Wed	Ch 6: Information Processing	Brand Audit (TBA)
7/9 Thu	Ch 7: Emotion	Brand Audit (TBA)
WEEK III	**Decision Making**	
7/13 Mon	Ch 8: Attitude	Consumer Observation (TBA)
7/14 Tue	Ch 9: Decision Making	Consumer Observation (TBA)
7/15 Wed	Ch 10: Evaluation	Consumer Observation (TBA)
7/16 Thu	Ch 11: Decision Theory	Consumer Observation (TBA)
WEEK IV	**Social Influence**	
7/20 Mon	Ch 12: Personality	Consumer Observation (TBA)
7/21 Tue	Ch 13: Social Influence	Consumer Observation (TBA)
7/22 Wed	Final Project (TBA)	Final Project (TBA)

*This schedule may be revised, if needed. Changes to the schedule will be announced in class.