《奢侈品消费者行为学（双语）》本科课程教学大纲

一、课程基本信息

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| 课程名称 | （中文）奢侈品消费者行为学（双语） | | | | | |
| （英文）Luxury Consumer Behavior (Bilingual) | | | | | |
| 课程代码 | 2120119 | 课程学分 | | 2 | | |
| 课程学时 | 32 | 理论学时 | 32 | 实践学时 | | 0 |
| 开课学院 | 珠宝学院 | 适用专业与年级 | | 奢侈品管理专业2，3年级 | | |
| 课程类别与性质 | 专业基础选修课 | 考核方式 | | 考查 X=3 | | |
| 选用教材 | 消费者行为学 （原书第13版） [美] 戴维 L. 马瑟斯博 德尔I. 霍金斯 著 陈荣 许销冰 译 机械工业出版社 2021年7月1日第一版 | | | 是否为  马工程教材 | | 否 |
| 先修课程 | 宏观经济学，微观经济学，市场营销 | | | | | |
| 课程简介 | Marketing attempts to influence the way consumers behave. These attempts have implications for the organizations making them, the consumers they are trying to influence, and the society in which these attempts occur, we are all consumers and we are all members of society, so consumers behavior, and attempts to influence it, is critical to all of us. This text is designed to provide an understanding of consumer behavior. This understanding can make us better consumers, better marketers, and better citizens.  营销试图影响消费者的行为方式。这些尝试对制定营销计划的的组织、这些组织试图影响的消费者以及发生这些尝试的社会都有影响。我们都是消费者，我们都是社会的成员，所以消费者的行为，以及影响它的尝试，对我们所有人都至关重要。本文旨在提供对消费者行为的理解。这种理解可以使我们成为更好的消费者、更好的营销人员。  A primary purpose of this text is to provide the student with a usable, managerial understanding of consumer behavior. Consumer behavior course provide the skill for student which aspiring to careers in marketing, management, sales, or advertising.  本文的主要目的是为学生提供在可用的，管理方法上的对消费者行为的理解。消费者行为课程为有志于从事营销，管理，销售或广告职业的学生提供技能。同时，本课程着重考察奢侈品行业，以研究理论，和鲜活的企业案例，以及对奢侈品消费者行为的观察分析，提出奢侈品消费者行为的特征，和奢侈品行业内相应的品牌，营销，运营战略，策略研究。  It is our view that the utilization of knowledge of consumer behavior in the development of marketing strategy is an art. This is not to suggest that scientific principles and procedures are not applicable; rather, it mean that the successful application of these principles to particular situations requires student judgment that we are not able to reduce to a fixed set of rules.  在制定营销策略时利用消费者行为知识是一门艺术。这并不是说科学原则和程序不适用;相反，这意味着将这些原则成功应用于特定情况需要学生的判断，我们无法将其简化为一套固定的规则。  The final purpose is that teach students how use these principles which learn from consumer behavior building marketing strategy, also learn how to design the market strategy in different cultures.  最终目的是教学生如何使用这些原则，这些原则从消费者行为中学习建立营销策略，也学习如何在不同文化中设计市场营销策略。 | | | | | |
| 选课建议与学习要求 | Consumer behavior is a basic professional course, suitable for sophomores of the Luxury Management program；Optional course for sophomore, junior and senior students who have studied economics, management, etc.  消费者行为学是一门基础专业课程，适合奢侈品管理专业的大二学生; 先修课是经济学、管理学等。 | | | | | |
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二、课程目标与毕业要求

（一）课程目标

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| --- | --- | --- |
| 类型 | 序号 | 内容 |
| 知识目标 | 1 | 1. 理解并掌握影响消费者行为的外部因素、特征及其对奢侈品品牌、营销战略策略的影响及其运用。  2. 理解并掌握影响消费者行为的内部因素、特征及其对奢侈品品牌、营销战略策略的影响及其运用。  3. 理解并掌握消费者决策过程及其对奢侈品品牌、营销战略策略的影响及其运用。 |
| 2 |  |
| 技能目标 | 3 | 能够运用消费者行为模型中的部分影响因子及其组合，用中英文分析奢侈品消费者行为，并对奢侈品品牌管理与营销在战略和策略层面的影响。 |
| 4 |  |
| 素养目标  (含课程思政目标) | 5 | 1. 掌握并分析消费者行为的跨文化差异、不同的文化与亚文化价值观，及其对奢侈品营销的影响。  2. 掌握群体对消费者行为的影响，及其对奢侈品营销的影响。 |
| 6 |  |

（二）课程支撑的毕业要求

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| --- |
| LO2-3 奢侈品销售管理能力。熟悉奢侈品、珠宝和时尚行业市场分析和品牌定位的方法，能制定品牌营销的战略和策略。掌握销售的技能，能够与顾客良好的沟通，达成销售。能基于市场竞争环境进行市场拓展。  LO4-2 能搜集、获取达到目标所需要的学习资源，实施学习计划、反思学习计划、持续改进，达到学习目标。  LO8-2 理解其他国家历史文化，有跨文化交流能力。 |
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（三）毕业要求与课程目标的关系

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| --- | --- | --- | --- | --- |
| 毕业要求 | 指标点 | 支撑度 | 课程目标 | 对指标点的贡献度 |
|  |
| 1 | LO2-3 | H | 1. 理解并掌握影响消费者行为的外部因素、特征及其对奢侈品品牌、营销战略策略的影响及其运用。 | H |  |
| 2. 理解并掌握影响消费者行为的内部因素、特征及其对奢侈品品牌、营销战略策略的影响及其运用。 |  |
| 3. 理解并掌握消费者决策过程及其对奢侈品品牌、营销战略策略的影响及其运用。 |  |
| 2 | LO4-2 | M | 能够运用消费者行为模型中的部分影响因子及其组合，用中英文分析奢侈品消费者行为，并对奢侈品品牌管理与营销在战略和策略层面的影响。 | M |  |
| 3 | LO8-2 | H | 1. 掌握并分析消费者行为的跨文化差异、不同的文化与亚文化价值观，及其对奢侈品营销的影响。 | H |  |
| 2. 掌握群体对消费者行为的影响，及其对奢侈品营销的影响。 |  |

三、课程内容与教学设计

（一）各教学单元预期学习成果与教学内容

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| --- |
| **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  **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  **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  **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  **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  **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  **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 |

（二）教学单元对课程目标的支撑关系

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| --- | --- | --- | --- | --- | --- | --- |
| 课程目标  教学单元 | LO2-3 | LO4-2 | LO8-2 |  |  |  |
| 1 |  | M |  |  |  |  |
| 2 |  |  | H |  |  |  |
| 3 |  |  | H |  |  |  |
| 4 | H |  |  |  |  |  |
| 5 | H |  |  |  |  |  |
| 6 | H |  |  |  |  |  |
| 7 | H |  |  |  |  |  |
| 8 | H |  |  |  |  |  |
| 9 | H |  |  |  |  |  |
| 10 | H |  |  |  |  |  |
| 11 | H |  |  |  |  |  |
| 12 | H |  |  |  |  |  |
| 13 | H |  |  |  |  |  |
| 14 | H |  |  |  |  |  |
| 15 | H |  |  |  |  |  |
| 16 | H |  |  |  |  |  |

（三）课程教学方法与学时分配

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 教学单元 | 教与学方式 | 考核方式 | 学时分配 | | |
| 理论 | 实践 | 小计 |
| 1 | 课堂讲解，课堂讨论，作业指导 | 案例分析 | 2 |  | 2 |
| 2 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 3 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 4 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 5 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 6 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 7 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 8 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 9 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 10 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 11 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 12 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 13 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 14 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 15 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 16 | 课堂讲解，课堂讨论，作业指导 | 课堂练习与课后作业 | 2 |  | 2 |
| 合计 | | | 32 |  | 32 |

（四）课内实验项目与基本要求

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 序号 | 实验项目名称 | 目标要求与主要内容 | 实验  时数 | 实验  类型 |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 实验类型：①演示型 ②验证型 ③设计型 ④综合型 | | | | |

四、课程思政教学设计

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| --- |
| 正确认识消费者行为中外部因素与内部因素对个性、价值观的影响，树立积极向上的自我感念和价值观。 |

五、课程考核

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 总评构成 | 占比 | 考核方式 | 课程目标 | | | | | | 合计 |
| 1 | 2 | 3 |  |  |  |
| X1 | 30% | Case Analysis | 20 |  | 80 |  |  |  | 100 |
| X2 | 30% | Class Test | 80 |  | 20 |  |  |  | 100 |
| X3 | 40% | Presentation | 40 | 60 |  |  |  |  | 100 |

评价标准细则（选填）

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 考核项目 | 课  程  目  标 | 考核要求 | 评价标准 | | | |
| 优  100-90 | 良  89-75 | 中  74-60 | 不及格  59-0 |
| 1 |  |  |  |  |  |  |
| X1 |  |  |  |  |  |  |
| X2 |  |  |  |  |  |  |
| X3 |  |  |  |  |  |  |
| X4 |  |  |  |  |  |  |
| X5 |  |  |  |  |  |  |

六、其他需要说明的问题

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