

双教授线上科研项目-教授大纲

企业营销战略分析：

“百度一下，你就知道”的底层逻辑

探究洗脑广告语如何轻松坐拥亿万客户

Business Marketing

市场营销，广告学，传播学，营销战略，大众传媒，品牌营销

南加利福尼亚大学 (美国) x 华东师范大学

Session Plan

Schedule	Topics
Professor Warm Up	Course Introduction and Greetings
TA Preview	Course Preview and Introduction
Lecture 1	Objective: Individual Influences Description: The role of you in decision making 学习目标: 个体影响 描述: 探究个人在消费决策中扮演的角色
中方教授课 1	学习目标: 如何进行消费者行为研究 简介: 为何要进行消费者行为研究、消费者行为研究的主要方法、消费者行为研究中的具体评价指标、消费者行为研究的用途和目的
Lecture 2	Objective: Cross Cultural Influences Description: How your upbringing shapes you 学习目标: 跨文化影响 描述: 探究成长经历对人的影响
中方教授课 2	学习目标: 激发法: 消费者如何预知他们的社交世界 简介: 激发法的实验设计方式、阅读学习使用激发法的相关文章、思考如何以此方法展开自己的消费者行为研究实验
Lecture 3	Objective: Media Influences I Description: Components of a marketing campaign 学习目标: 媒体影响1 描述: 营销活动的组成部分
中方教授课 3	学习目标: 消费者的心情与判断 简介: 消费者有哪些情感情绪、消费者情绪的特点和分类、情绪是如何影响消费者的判断的
Lecture 4	Objective: Media Influences II Description: Framing the message 学习目标: 媒体影响2 描述: 讯息传递的框架
中方教授课 4	学习目标: 心理意向与消费者的感知 简介: 什么是消费者的购买意向、如何评价判断购买意向、消费者知觉的概念、评判消费者购买意向与知觉对消费者行为研究的作用
Lecture 5	Objective: Attitudes and Behaviors Description: What is more important attitudes or behavior? 学习目标: 态度和行为 描述: 探究消费过程中, 态度和行为哪个更重要?
中方教授课 5	学习目标: 结课总结 简介: 学生将进行小组展示, 以报告的形式描述自己的实验设计和所学成果

Reading Materials

<p>外方教授课题阅读材料</p>	<p>Class 1: Individual Influences Snyder, M., & De Bono, K. G. (1985). Appeals to image and claims about quality: Understanding the psychology of advertising. <i>Journal of Personality and Social Psychology</i>, 49, 586-597.</p> <p>Class 2: Cross Cultural Influences Griffith, D. A. (2002). The role of communication competencies in international business relationship development. <i>Journal of World Business</i>, 37, 256-265. Jung, J., & Lee, Y. (2009). Cross-cultural examination of women's fashion and beauty magazine advertisements in the United States and South Korea. <i>Clothing & Textiles Research Journal</i>, 27, 274-286. Rojas-Méndez, J. I., Davies, G., & Madran, C. (2009). Universal differences in advertising avoidance behavior: A cross-cultural study. <i>Journal of Business Research</i>, 62, 947-954.</p> <p>Class 3: Media Influences I Slater, M. D., Rouner, D., & Long, M. (2006). Television dramas and support for controversial public policies: Effects and mechanisms. <i>Journal of Communication</i>, 56, 235-252.</p> <p>Class 4: Media Influences II Schneider, T. R. (2006). Getting the biggest bang for your health education buck: Message framing and reducing health disparities. <i>American Behavioral Scientist</i>, 49, 812-822. Iyengar, S., & Simon, A. F. (2000). New perspectives and evidence on political communication and campaign effects. <i>Annual Review of Psychology</i>, 51, 149-169.</p> <p>Class 5: Attitudes and Behaviors Tormala, Z.L., & Petty, R.E. (2002). What doesn't kill me makes me stronger: The effects of resisting persuasion on attitude certainty. <i>Journal of Personality and Social Psychology</i>, 83, 1298-1313.</p>
	<ol style="list-style-type: none"> 1. Brooks, Alison Wood, Juliana Schroeder, Jane L. Risen, Francesca, Gino, Adam D. Galinsky, Michael, I. Norton, and Maurice E. Schweitzer (2016), "Don't stop believing: Rituals improve performance by decreasing anxiety," <i>Organizational Behavior and Human Decision Processes</i>, 137 (November), 71-85.

中方教授课题阅读材料

2. McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, Andrea C. Morales (2010), "Might an overweight waitress make you eat more? How the body type of others is sufficient to alter our food consumption," *Journal of Consumer Psychology*, 20 (2), 146-151.
3. Schiffman, Leon G. and Leslie Lazar Kanuk (2021), *Consumer Behavior*, 10th edition, Prentice Hall.
4. Vohs, Kathleen D., Yajin Wang, Francesca Gino, and Michael I. Norton (2013), "Rituals enhance consumption," *Psychological Science*, 24 (9), 1714-1721.
5. Zhou, Xinyue, Constantine Sedikides, Tim Wildschut, and Ding-Guo Gao (2008), "Counteracting loneliness: On the restorative function of nostalgia," *Psychological Science*, 19 (10), 1023-1029.