



# **Become a Smart and Responsible Consumer**

**GE1225**

DEPARTMENT OF MARKETING  
市场营销学系



# What happens to our planet, our country and our community?



# Do you recognize them?



# GE 1225

## Become a Smart and Responsible Consumer

**Aims:** help students become **smart and responsible** consumers.

- Being **smart** is about choosing products and services that are best for consumers themselves.
- Being **responsible** is about consuming what is best for the economy, society and environment.

# Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting (if applicable)	DEC -related dimension
1.	Recognize the importance of being smart and responsible consumers in the 21 <sup>st</sup> century;	2	Attitude
2.	Examine how economic, social, ethical and cultural factors influence consumers' attitude and behaviour;	2	Ability
3.	Identify and evaluate business practices that influence consumers' everyday life;	3	Ability
4.	Develop creative and effective individual strategies and techniques to become smart and responsible consumers;	3	Accomplishment
5.	Work productively as part of a team, and communicate effectively both in written and oral format.	1	Ability

# Teaching and Learning Activities

- **Seminar**

Key concepts and theories are explained and discussed.

- **Guest Lecture**

Students can discuss with business executives and non-profit organizations to learn about sustainable consumption; students can also learn about how firms target and influence consumers.

- **Project**

Students form into teams and work together to collect data, analyze and evaluate consumption-related issues. They need to present their findings, make analysis and develop strategies to become “smart” and “responsible.”

- **Consultation**

Consultation with lecturer is organized so that students can have either individual-based or team-based discussion and sharing.

- **Readings**

Books, journal articles, and news are provided to students so as to practice self-directed learning.

# Assessment Tasks

- **Class Participation and Discussion (30%)**
- **Self-Reflection Journal and Plan (35%)**
- **Project (35%)**

# Suggested Topics

- **Micro view of consumer behavior**
  - consumer perception
  - consumer goals and values
  - consumer attitude and decision making
  - consumer needs and desires
- **Macro view of consumer behavior**
  - consumer culture theory
  - sociology of consumption
  - consumer collectives
  - how firms influence consumers



# Suggested Topics

- **Topics on responsible consumers**
  - **consumption and social welfare**
  - **consumption and environment**
  - **consumer disposal behavior**
  - **materialism and over-consumption**
  - **dark side of consumption**

**Any questions, you can contact the course  
leaders, Dr. Jeff Wang ( [jeffwang@cityu.edu.hk](mailto:jeffwang@cityu.edu.hk) )  
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