



Department of Consumer Science and Living Culture Industry

Academics

The Department of Consumer Science and Living Industry at our university focuses on researching efficient consumer behavior, improving consumer capabilities, and addressing cultural and economic changes. Graduates, equipped with specialized certifications in areas like consumer studies and household finance, are actively involved in diverse fields such as consumer counseling, marketing, customer support, research, and financial planning. Alumni also contribute to etiquette education, corporate training, and cultural programs in various sectors.

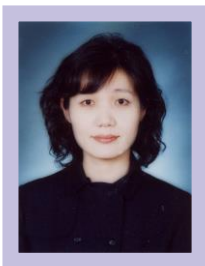
Educational Goals

- Fostering Rational Consumer Skills
- Creative Development of Living Culture and Social Contribution
- Consumer Research and Strategic Planning for Achieving Consumer-Centric Management
- Efficient Household Financial Planning and Asset Management

Students Envisioned

- Fostering specialized talents in lifestyle industries and fashion through creative thinking and knowledge convergence
- Industry-aligned expertise and practical skills in fashion, emphasizing a hands-on approach to meet the demands of the market
- Systematic international exchanges cultivating professionals in the global fashion industry

Faculty



Prof.	Choi, Bae Young
Field	Living Culture Industry, Cultural Contents, Cultural Products, Brand Promotion
Office	Woonjung Campus B Hall #223
Tel.	+82 2-920-2781
Email	kb9112@sungshin.ac.kr



Prof.	Cha, Kyung Wook
Field	Personal finance, Consumer economics, Household economics, Financial consumer protection, Financial education
Office	Woonjung Campus B Hall #224
Tel.	+82 2-920-7618
Email	kwcha@sungshin.ac.kr



Prof.	Heo, Gyeong Ok
Field	Consumer Studies/Economics/Behavior /Marketing/Safety, Research and Statistics, Household Economics, Applied Consumer Studies (energy, entrepreneurship, technology/standards, and consumers)
Office	Woonjung Campus B Hall #222
Tel.	+82 2-920-7408
Email	kohuh@sungshin.ac.kr



Prof.	Yang, Soo Jin
Field	Applied Consumer Studies, Fashion Marketing, Consumer Behavior
Office	Woonjung Campus B Hall #217
Tel.	+82 2-920-2676
Email	sjyang@sungshin.ac.kr



Curriculum Freshman

Area	Course Code	Course Name	Course Description	Semester	Credit
Core Major	PC000100	Consumer Science	This course introduces students to the basic concepts and theories of consumer studies, including consumer roles and responsibilities, consumer information, consumer consciousness and behavior, consumer activism, and consumer law.	1 st	3
	PC000200	Household Economics and market	Learn the basic concepts and theories that explain the economic activities of consumers and households and understand the market forces that interact with them. You will study economic behavior and consumer economics theories related to income, consumption expenditures, assets, and liabilities, and learn the basics of family economics, including labor supply and human capital investment by family members.		3
	PC000300	Culture of Family Life	Understanding of living cultures, perspectives of living culture research, family living cultures, family ethics and civility living cultures, ritualistic living cultures, leisure and consumption living cultures, ritualistic living cultures, and change and creation of living cultures.		3
	PC002800	Consumer Counseling and Damage Redress	This course explores counseling theories, counseling techniques, and related compensation regulations for consumer problem solving and damage compensation to improve consumer competence. It also prepares students to be qualified as counselors for consumer problems and damage relief.		3
	PC000400	Consumer information and education	Analyze and learn about the concepts, theories, and methods of consumer education. Identify the status and problems of consumer education and develop consumer education programs for children, youth, adults, and elderly consumers.	2 nd	3
	PC000500	Contents of Local Living Culture	The program provides training in understanding local spatial living culture contents, local corporate complex cultural space contents and place branding, and project implementation of current analysis and strategy derivation of corporate complex commercial space contents and experience marketing.		3
	PC000600	Service and Communication	Teaches service communication, business reception and communication with customers, meeting and protocol practices, and presentations.		3
	PC001400	Decision-Making in Consumer Behavior	Students study and apply economic, psychological, and managerial approaches to consumer decision-making regarding the purchase, use, and disposal of goods and services. You will also learn about the concepts, theories, and methods of consumer behavior.		3



Curriculum Sophomore

Area	Course Code	Course Name	Course Description	Semester	Credit
Core Major	PC000800	Personal Financial Planning	By understanding the purpose and importance of financial planning, learning the principles and practical operation methods, students develop comprehensive management capabilities to realize the financial welfare of individuals and households. Students will analyze the financial goals of households and each stage of financial planning in detail, and develop basic knowledge of investment and asset management, risk management, and retirement planning.	1 st	3
	PC000900	Consumer safety seminar	Students will learn about the main concepts of consumer safety from products and services, legal measures and institutional devices, and the current status of consumer safety in foreign countries. They will also understand the management status of domestic and foreign companies to secure consumer safety, and gain basic knowledge of the need for pre- and post-action measures for consumer safety.		3
	PC001000	Brand Merchandising	Brand and product planning that reflects the diversified needs of consumers in a rapidly changing consumer culture is essential in the market and industry. This course provides students with the opportunity to learn how to analyze the environment, including consumer culture and needs analysis, design a brand, and plan and develop products and services according to the brand through the study of various theories and small group tasks.		3
	PC001100	Service Industry and Process Management	Understanding of the service industry, customer consultation management, customer relationship management, VOC analysis, service distribution management, service process design and quality management, service supply and demand management, service human resource management, and customer satisfaction management.		3
	PC003600	Consumer research analysis and practice	Understand and practice consumer research techniques to utilize various information surrounding consumers and markets. Collect and analyze data to analyze consumer needs, consumer behavior, and consumer satisfaction.		3
	PC001300	Family Studies	Teach about modern society and the family, the interaction of family members in a changing society, family life through the family life cycle, different types of families, and planning for future family life.	2 nd	3
	PC001500	Living Culture Product Development	Students learn theories on the development process of lifestyle and cultural products and implement new product development projects that create new value.		3
	PC001700	Consumer behavior and marketing	Understand the theory and practice of consumer behavior and learn the concepts, strategies, and major theories of marketing. Develop an understanding of consumer behavior and marketing, and explore consumer-centered marketing strategies.		3
	PC003500	Consumer economics	Students will learn the major theories of consumer economics to understand the decision-making and behavior of consumers as economic agents. They will also apply the theories in practice to enhance their understanding of consumer economic activities.		3



Curriculum Junior

Area	Course Code	Course Name	Course Description	Semester	Credit
Advanced Major	PC001800	Convergence Technology and Consumer	Students will learn about the emergence of various new technologies such as information and communication technology (ICT) and robotics, including big data, Internet of Things, and artificial intelligence (AI), and the resulting changes in consumers and markets. They will also learn about industrial technology, information and communication, standards and safety, and the safety and selection of technology convergence products. Students will acquire the latest theories and articles on these topics and conduct practical exercises to discover the latest cases based on them.	1 st	3
	PC001900	Consumer Retailing and Entrepreneurship	In this course, students will learn about the current state of the domestic and international retail market in a changing market environment and learn basic knowledge of distribution management. They will also enhance their understanding of distribution management, distribution management strategies, and learn about the role of consumers in the retail market. In addition, they will acquire basic theories and knowledge related to family businesses, family entrepreneurship, and retail entrepreneurship, and learn about entrepreneurship success stories and success strategies.		3
	PC002000	Digital Finance and Consumer	Students learn theories and knowledge related to the digital transformation of the financial industry and financial services, and develop digital financial literacy by understanding industry trends and consumer issues related to digital finance. Students will learn the background and areas of digital finance, data economy and financial platforms, theories related to technological innovation and technology adoption, consumer issues related to digital finance and financial consumer protection, and regulations and policies related to digital finance.		3
	PC002100	Lifestyle and Living Culture Industry	Concepts and types of lifestyles, lifestyle analysis, ritualism/leisure/rituals/consumption and lifestyles, generational lifestyles, family lifestyles, digital lifestyles, and future lifestyles.		3
	PC002200	Corporate Promotion Practice	Teaches the understanding of corporate promotion directing, components of promotion directing, research and analysis of corporate marketing strategies for promotion directing, and practical project implementation of event promotion planning and directing.		3
	PC002600	Housing and Interior Design	The meaning of housing, psychology of housing environment, family characteristics and housing, housing choice behavior, housing and culture, planning of housing space, interior design of housing space, housing and indoor environment, housing policy, housing welfare, housing management and services.		3



Curriculum Junior

Area	Course Code	Course Name	Course Description	Semester	Credit
Advanced Major	PC001600	Insurance and Retirement Planning	Understand the financial risks of households and how to manage them, and learn the basic principles, main concepts, and types of insurance, the most representative risk management method. Understand the importance of retirement planning and learn related concepts and principles. Understand the retirement planning process, the three-tier pension system, and explore academic and practical strategies for successful retirement planning.	2 nd	3
	PC002300	Method of Research and Survey	Students learn how to research their major topic and gain experience in data collection and empirical research. Specifically, students will learn about research topic selection, research design, data collection methods, and data analysis methods.		3
	PC002400	Investment and Asset Management	By acquiring the basic principles and knowledge of investment design and learning strategies to utilize them in real life, individuals and households develop the financial capabilities necessary to achieve their financial goals. Understand the basic principles of investment, financial markets and financial institutions, and acquire investment knowledge and information such as stock investment, securities analysis, financial instrument investment, bonds, and derivatives.		3
	PC002500	Consumer Psychology and Advertising	This course explores the theories and techniques of psychology related to consumer behavior to understand how consumers behave and to understand the psychological, social, and cultural factors that influence the process of product exploration, evaluation, purchase, use, and disposal. Students will also learn about various types of advertising, techniques, and advertising regulation in the context of consumer psychology.		3
	PC002700	Consumer Laws and Politics	This course covers consumer law, including the Consumer Basic Act, the Door-to-Door or Sales Act, the Terms and Conditions Regulation Act, the E-Commerce Act, the Product Liability Act, and class actions to protect consumer rights and resolve consumer problems. It also examines the direction and status of various consumer policies for fair trade between companies, rational choice of consumers, and consumer protection, and discusses ways to develop them.		3



Curriculum **Senior**

Area	Course Code	Course Name	Course Description	Semester	Credit
Advanced Major	PC002900	Statistical Practice	Students will learn basic statistical theory and analysis methods required for quantitative research in the life sciences. Students will also practice handling and analyzing data using representative statistical packages used in the life sciences.	1 st	3
	PC003000	Financial Consumer and Market	Understand the changing financial environment and financial markets, learn theories and strategies for rational decision-making by financial consumers, and explore ways to prevent and solve financial consumer problems.		3
	PC003100	Living Culture Industry Business	This program cultivates knowledge of business strategy in the living culture industry and builds creative planning and implementation capabilities through hands-on experience in the corporate world.		3
	PC003400	Consumer Oriented Management	Through various approaches to economics, this course explores how economic agents operate in the marketplace and examines the role, function, and meaning of consumers in a market economy. Furthermore, understand economic behavior that maximizes consumer utility.		3
	PC003200	Industry of Convention Culture	Concepts and impact of the convention industry, understanding of the MICE industry, domestic and international meetings and travel industry, convention marketing, convention attraction and planning, event operations and services, crisis management and aftercare, and hospitality industry.	2 nd	3
	PC003300	Seminar in Consumer Science	This course examines various topics in the field of consumer studies, including consumer behavior and household economic activities, consumer markets and business activities, and consumer policy, and analyzes consumer phenomena in depth. In addition, we will discuss the prospects of consumer studies-related careers, social demands, and ways to secure expertise.		3

Curriculum Roadmap

Career Field	Consumer Affairs Specialist	Consumer Financial Specialist	Lifestyle and Culture Industry Expert
Major Competency	Knowledge/Technical/Professional /Administrative Expertise	Knowledge/Technical/Professional /Counseling/Educational Expertise	Knowledge/Technical/Professional /Counseling/Educational Expertise
Freshman	<ul style="list-style-type: none"> • Consumer Science • Service and Communication • Consumer information and education • Consumer Counseling and Damage Redress 	<ul style="list-style-type: none"> • Household Economics and market 	<ul style="list-style-type: none"> • Culture of Family Life • Contents of Local Living Culture • Service and Communication
Sophomore	<ul style="list-style-type: none"> • Consumer safety seminar • Consumer behavior and marketing 	<ul style="list-style-type: none"> • Personal Financial Planning 	<ul style="list-style-type: none"> • Brand Merchandising • Service Industry and Process Management • Family Studies • Living Culture Product Development
Junior	<ul style="list-style-type: none"> • Convergence Technology and Consumer • Consumer Retailing and Entrepreneurship • Consumer Psychology and Advertising • Consumer Laws and Politics 	<ul style="list-style-type: none"> • Investment and Asset Management • Insurance and Retirement Planning 	<ul style="list-style-type: none"> • Digital Finance and Consumer • Lifestyle and Living Culture Industry • Corporate Promotion Practice • Housing and Interior Design
Senior	<ul style="list-style-type: none"> • Seminar in Consumer Science • Consumer Oriented Management 	<ul style="list-style-type: none"> • Financial Consumer and Market 	<ul style="list-style-type: none"> • Living Culture Industry Business • Industry of Convention Culture
Recommendations for Extracurricular Education Programs	<ul style="list-style-type: none"> • Sungshin Study • Entrepreneurship Camp • Certified Consumer Specialist • Consumer Affairs Specialist 	<ul style="list-style-type: none"> • AFPK • Consumer Financial Planner • Consumer Affairs Specialist • TESAT • Maeil Business Newspaper TEST 	<ul style="list-style-type: none"> • Sungshin Etiquette Tea Ceremonial Competition • Lifestyle and Culture Content Competition • National Certified SMAT Exam Special Lecture • National Certified CS Leaders Exam Special Lecture • National Qualifications Convention Planning Company Exam Special Lecture
6 Core Competencies	<ul style="list-style-type: none"> • Knowledge Exploration Competency • Creative Fusion Competency 	<ul style="list-style-type: none"> • Knowledge Exploration Competency • Self-Directed Execution Competency 	<ul style="list-style-type: none"> • Knowledge Exploration Competency • Self-Directed Execution Competency
Related Occupations	<ul style="list-style-type: none"> • Corporate (Marketing, Product Development, Promotion, Consumer Information Analysis) • Public Institutions and Private Organizations (Administrative Duties, Counseling) • Distribution Management, Apparel Merchandiser 	<ul style="list-style-type: none"> • Financial Companies (Banks, Insurance Companies, Securities Firms, etc.) • Financial Planning Companies, Institutional Financial Planning, Financial Counseling, and Education 	<ul style="list-style-type: none"> • Corporate Marketer, Product Planner (MD), Service Management and Platform Planner, Promotion Planner, Convention Planner • Middle and High School Home Economics Teachers, Lifestyle and Culture Education Instructors, Customer Satisfaction (CS) Specialist Instructors in Public Institutions and Corporations

Curriculum Track

● Experts in Consumers' Affair Track

Track Description	<p>The Consumer Affairs track aims to study the political, economic, and social development processes for the enhancement of consumer rights and welfare. The goal is to understand the rational decision-making process of consumers. Based on foundational knowledge in consumer studies, students will develop specialized knowledge related to information and rights at each stage of consumer decision-making. This includes policies aimed at fostering consumer welfare. Students will also acquire the ability to educate consumers and apply their knowledge to real-world cases.</p>			
Curriculum	Area	Semester	Course Name	Credit
	1	1	Consumer Science	3
	1	1	Consumer Counseling and Damage Redress	3
	1	2	Consumer information and education	3
	2	1	Consumer Welfare and Wellness Industry	3
	2	1	Consumer research analysis and practice	3
	2	2	Decision-Making in Consumer Behavior	3
	3	2	Consumer Laws and Politics	3
	Total			21

● Experts in Personal Finance Track

Track Description	<p>The Consumer Finance track aims to enhance financial capacity by studying the process of efficiently acquiring, managing, increasing, and protecting personal and household financial resources. The goal is to strengthen financial competency through the analysis of personal and household financial situations, financial planning, understanding financial markets, financial institutions, financial products, predicting changes in demand based on changes in the financial environment, and acquiring specialized knowledge related to institutional policies for the protection of financial consumers. Students will develop the ability to apply this knowledge effectively.</p>			
Curriculum	Area	Semester	Course Name	Credit
	1	1	Household Economic and market	3
	1	2	Economics of Family Behavior	3
	2	1	Personal Financial Planning	3
	2	1	Consumer economics	3
	2	2	Insurance and Retirement Planning	3
	3	2	Investment and Asset Management	3
	4	1	Consumer Finance and Financial Counseling	3
	4	1	Financial Consumer and Market	3
	Total			21

Sungshin Women's University

Department of Consumer Science and Living Culture Industry

- Address. Mia Woonjung Green Campus / 55, 76 ga-gil, Dobong-ro, Gangbuk-gu, Seoul (01133)
- Website. <http://www.sungshin.ac.kr/family/index.do>
- Email. home@sungshin.ac.kr
- Tel. +82 2-920-2078

