

Tamkang University Academic Year 104, 2nd Semester Course Syllabus

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| Course Title | CONSUMER BEHAVIOR IN TOURISM | Instructor | JUAN, PIN-JU |
| Course Class | TQTXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A | Details | <ul style="list-style-type: none"> ◆ Required ◆ One Semester ◆ 3 Credits |
| D e p a r t m e n t a l A i m o f E d u c a t i o n | | | |
| To develop talented managers with international competitive advantage in the tourism industry. | | | |
| D e p a r t m e n t a l c o r e c o m p e t e n c e s | | | |
| <ul style="list-style-type: none"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. | | | |
| Course Introduction | <p>The purpose of this course is to introduce consumer behavior theory and practice. Major contents include the following are describing consumer decision process model, understanding what major psychological processes to the marketing program, understanding how consumers make purchasing decisions, and learning how marketers analyze consumer decision making.</p> | | |
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The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

| No. | Teaching Objectives | Relevance | |
|-----|--|------------------|-------------------------------|
| | | Objective Levels | Departmental core competences |
| 1 | 1. Describe consumer decision process model | C2 | ABCDE |
| 2 | 2. Understand what major psychological processes to the marketing program. | C3 | ABCDE |
| 3 | 3. Understand how consumers make purchasing decisions. | C3 | ABCDE |
| 4 | 4. Learn how marketers analyze consumer decision making. | C3 | ABCDE |

Teaching Objectives, Teaching Methods and Assessment

| No. | Teaching Objectives | Teaching Methods | Assessment |
|-----|--|--------------------------------|----------------------|
| 1 | 1. Describe consumer decision process model | Lecture | Written test |
| 2 | 2. Understand what major psychological processes to the marketing program. | Lecture, Practicum | Written test, Report |
| 3 | 3. Understand how consumers make purchasing decisions. | Lecture, Simulation, Practicum | Written test, Report |
| 4 | 4. Learn how marketers analyze consumer decision making. | Lecture, Discussion | Report |
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This course has been designed to cultivate the following essential qualities in TKU students

| Essential Qualities of TKU Students | Description |
|---|---|
| ◆ A global perspective | Helping students develop a broader perspective from which to understand international affairs and global development. |
| ◆ Information literacy | Becoming adept at using information technology and learning the proper way to process information. |
| ◇ A vision for the future | Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision. |
| ◇ Moral integrity | Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems. |
| ◆ Independent thinking | Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically. |
| ◆ A cheerful attitude and healthy lifestyle | Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life. |
| ◇ A spirit of teamwork and dedication | Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems. |
| ◇ A sense of aesthetic appreciation | Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process. |

Course Schedule

| Week | Date | Subject/Topics | Note |
|------|--------------------------|---|------|
| 1 | 105/02/15 ~ 105/02/21 | Consumer Behavior and Consumer Research | |
| 2 | 105/02/22 ~ 105/02/28 | Creating Marketing Strategies for Customer-Centric Organizations | |
| 3 | 105/02/29 ~ 105/03/06 | The Consumer Decision Process | |
| 4 | 105/03/07 ~ 105/03/13 | Pre-Purchase Processes: Need Recognition, Search, and Evaluation | |
| 5 | 105/03/14 ~ 105/03/20 | Purchase | |
| 6 | 105/03/21 ~ 105/03/27 | Post-Purchase Processes: Consumption and Post-Consumption Evaluations | |
| 7 | 105/03/28 ~ 105/04/03 | Demographics, Psychographics, and Personality | |
| 8 | 105/04/04 ~ 105/04/10 | Consumer Motivation | |
| 9 | 105/04/11 ~ 105/04/17 | Consumer Knowledge | |
| 10 | 105/04/18 ~ 105/04/24 | Midterm Exam Week | |
| 11 | 105/04/25 ~ 105/05/01 | Consumer Beliefs, Feelings, Attitudes, and Intentions | |

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|-------------------------|--|--------------------------------------|--|
| 12 | 105/05/02 ~ 105/05/08 | Culture, Ethnicity, and Social Class | |
| 13 | 105/05/09 ~ 105/05/15 | Family and Household Influences | |
| 14 | 105/05/16 ~ 105/05/22 | Group and Personal Influence | |
| 15 | 105/05/23 ~ 105/05/29 | Making Contact | |
| 16 | 105/05/30 ~ 105/06/05 | Shaping Consumers' Opinions | |
| 17 | 105/06/06 ~ 105/06/12 | Helping Consumers to Remember | |
| 18 | 105/06/13 ~ 105/06/19 | Final Exam Week | |
| Requirement | <p>請假依學生手冊規定，會有扣考。老師視上課情況調整評分標準。</p> <p>If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.</p> | | |
| Teaching Facility | Computer, Projector | | |
| Textbook(s) | <p>Roger D. Blackwell, Paul W. Miniard, James F. Engel, Pai Di-Ching, Norjaya Mohd. Yasin, Wan Jooria Hood, M. (2012). Consumer Behavior. (華泰文化) OH: Thomson Higher Education.</p> | | |
| Reference(s) | | | |
| Number of Assignment(s) | 15 (Filled in by assignment instructor only) | | |
| Grading Policy | <p>◆ Attendance : 20.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other () : %</p> | | |
| Note | <p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p> | | |