

## Tamkang University Academic Year 106, 2nd Semester Course Syllabus

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"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
<p>Departmental Aim of Education</p>			
<p>To develop talented managers with international competitive advantage in the tourism industry.</p>			
<p>Departmental core competences</p>			
<ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
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>		

### 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

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	107/02/26 ~ 107/03/04	Consumer Behavior and Consumer Research	
2	107/03/05 ~ 107/03/11	Creating Marketing Strategies for Customer-Centric Organizations	
3	107/03/12 ~ 107/03/18	The Consumer Decision Process	
4	107/03/19 ~ 107/03/25	Pre-Purchase Processes: Need Recognition, Search, and Evaluation	
5	107/03/26 ~ 107/04/01	Purchase	
6	107/04/02 ~ 107/04/08	Post-Purchase Processes: Consumption and Post-Consumption Evaluations	
7	107/04/09 ~ 107/04/15	Demographics, Psychographics, and Personality	
8	107/04/16 ~ 107/04/22	Consumer Motivation	
9	107/04/23 ~ 107/04/29	Consumer Knowledge	
10	107/04/30 ~ 107/05/06	Midterm Exam Week	
11	107/05/07 ~ 107/05/13	Consumer Beliefs, Feelings, Attitudes, and Intentions	

12	107/05/14 ~ 107/05/20	Culture, Ethnicity, and Social Class	
13	107/05/21 ~ 107/05/27	Family and Household Influences	
14	107/05/28 ~ 107/06/03	Group and Personal Influence	
15	107/06/04 ~ 107/06/10	Making Contact	
16	107/06/11 ~ 107/06/17	Shaping Consumers' Opinions	
17	107/06/18 ~ 107/06/24	Helping Consumers to Remember	
18	107/06/25 ~ 107/07/01	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)	3 (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 <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		