

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	CONSUMER BEHAVIOR	Instructor	TSENG, CHUNG-HUI
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH- TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Departmental Aim of Education			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
Subject Departmental core competences			
<p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:50.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:40.00)</p> <p>5. Independent thinking. (ratio:60.00)</p>			
Course Introduction	<p>Consumer behavior is defined as activities people undertake when obtaining, consuming, and disposing of products and services. This course will introduce consumer decision process, including pre-purchase process, purchase, and post-purchase process. Individual determinants and environmental influences on consumer behavior are also included.</p>		

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Understand consumer decision making processes	Cognitive
2	Understand individual determinants and environmental influences on consumer behavior.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BD	15	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	BD	15	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Course Introduction	
2	108/09/16 ~ 108/09/22	Ch1 Consumer Behavior and Consumer Research + Hand-in Group List+ Decide Group Number	
3	108/09/23 ~ 108/09/29	Ch3 The Consumer Decision Process + Group Discussion in Class	
4	108/09/30 ~ 108/10/06	Ch3 The Consumer Decision Process + Group Discussion in Class	
5	108/10/07 ~ 108/10/13	Ch4 Pre-Purchase Processes: Need Recognition, Search, and Evaluation + Group Discussion in Class	

6	108/10/14 ~ 108/10/20	Ch4 Pre-Purchase Processes: Need Recognition, Search, and Evaluation + Case Study : Group Presentation (Group 1)	
7	108/10/21 ~ 108/10/27	Lecture of an International Scholar	
8	108/10/28 ~ 108/11/03	Ch5 Purchase + Case Study : Group Presentation (Group 2)	
9	108/11/04 ~ 108/11/10	Ch5 Purchase Review + Case Study : Group Presentation (Group 3) + Provide Testbank of Mid-term Exam	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations + Announce Mid-term Mark + Case Study : Group Presentation (Group 4)	
12	108/11/25 ~ 108/12/01	Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations Ch10 Group and personal Influence + Case Study : Group Presentation (Group 5)	
13	108/12/02 ~ 108/12/08	Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations +Group Presentation (Group 6)	
14	108/12/09 ~ 108/12/15	Ch8 Consumer Beliefs, Feelings, Attitudes, and Intentions +Group 7 Presentation	
15	108/12/16 ~ 108/12/22	Ch8 Consumer Beliefs, Feelings, Attitudes, and Intentions + Group 8 Presentation	
16	108/12/23 ~ 108/12/29	Ch8 Consumer Beliefs, Feelings, Attitudes, and Intentions + Provide Testbank of Final Exam + Group 9-10 Presentation	
17	108/12/30 ~ 109/01/05	Ch11 Making Contact with Consumers + Group 11-12 Presentation	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Textbook will be announced in the first class.	

References	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other (Group presentation) : 40.0 %</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>