

Tamkang University Academic Year 108, 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	◆ General Course ◆ Required ◆ One Semester
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.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:30.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00)			
Course Introduction	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.		

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	1.Describe consumer decision process model	Cognitive
2	2.Understand what major psychological processes to the marketing program.	Cognitive
3	3.Understand how consumers make purchasing decisions.	Cognitive
4	4.Learn how marketers analyze consumer decision making.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12357	Lecture, Discussion, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
2	ABDE	15	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
3	ABCDE	12357	Lecture, Discussion, Publication, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

4	ABCDE	12357	Lecture, Discussion, Publication, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	109/03/02 ~ 109/03/08	Consumer Behavior and Consumer Research		
2	109/03/09 ~ 109/03/15	Creating Marketing Strategies for Customer-Centric Organizations		
3	109/03/16 ~ 109/03/22	The Consumer Decision Porcess		
4	109/03/23 ~ 109/03/29	Pre-Purchase Processes: Need Recognition, Search, and Evaluation		
5	109/03/30 ~ 109/04/05	Purchase		
6	109/04/06 ~ 109/04/12	Post-Purchase Processes: Consumption and Post-Consumption Evaluations		
7	109/04/13 ~ 109/04/19	Demographics, Psychographics, and Personality		
8	109/04/20 ~ 109/04/26	Consumer Motivation		
9	109/04/27 ~ 109/05/03	Midterm Exam Week		
10	109/05/04 ~ 109/05/10	Consumer Knowledge		
11	109/05/11 ~ 109/05/17	Consumer Beliefs, Feelings, Attitudes, and Intentions		
12	109/05/18 ~ 109/05/24	Culture, Ethnicity, and Social Class		
13	109/05/25 ~ 109/05/31	Family and Household Influences		
14	109/06/01 ~ 109/06/07	Group and Personal Influence		
15	109/06/08 ~ 109/06/14	Making Contact		
16	109/06/15 ~ 109/06/21	Shaping Consumers' Opinions		
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)		
18	109/06/29 ~ 109/07/05	Supplementary teaching: Helping Conumers to Remember		

Requirement	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。 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.
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	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.
References	
Number of Assignment(s)	3 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other () : %
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.