

## Tamkang University Academic Year 109, 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"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
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>A. Breeding professionals with expertise in general International Trade and International Business.(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	AD	15	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	AD	15	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course Introduction	
2	109/09/21 ~ 109/09/27	Ch1 Consumer Behavior and Consumer Research	
3	109/09/28 ~ 109/10/04	Holiday (Moon Festival)	
4	109/10/05 ~ 109/10/11	Ch3 The Consumer Decision Process + Class assignment	
5	109/10/12 ~ 109/10/18	Ch3 The Consumer Decision Process + Class assignment	
6	109/10/19 ~ 109/10/25	Ch4 Pre-Purchase Processes: Need Recognition, Search, and Evaluation + Class assignment	

7	109/10/26 ~ 109/11/01	Ch4 Pre-Purchase Processes: Need Recognition, Search, and Evaluation + Class assignment	
8	109/11/02 ~ 109/11/08	Ch5 Purchase + Class assignment	
9	109/11/09 ~ 109/11/15	Ch5 Purchase + Class assignment	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Ch5 Purchase + Announce Mid-term Mark + Case 1 Study and Personal Report: Seat no. 1~25 (pick up 2~4 students to present in class)	
12	109/11/30 ~ 109/12/06	Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations + Case 2 Study and Personal Report: Seat no. 26~50 (pick up 2~4 students to present in class)	
13	109/12/07 ~ 109/12/13	Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations + Case 3 Study and Personal Report: Seat no. 51~75 (pick up 2~4 students to present in class)	
14	109/12/14 ~ 109/12/20	Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations + Case 4 Study and Personal Report: Seat no. 76~100 (pick up 2~4 students to present in class)	
15	109/12/21 ~ 109/12/27	Ch8 Consumer Beliefs, Feelings, Attitudes, and Intentions + Case 5 Study and Personal Report: Seat no. 101~125 (pick up 2~4 students to present in class)	
16	109/12/28 ~ 110/01/03	Ch8 Consumer Beliefs, Feelings, Attitudes, and Intentions + Case 6 Study and Personal Report: Seat no. 126~150 (pick up 2~4 students to present in class)	
17	110/01/04 ~ 110/01/10	Ch8 Consumer Beliefs, Feelings, Attitudes, and Intentions + Case 7 Study and Personal Report: Seat no. 151~175 (pick up 2~4 students to present in class)	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Textbook will be announced in the first class.	

References	
Number of Assignment(s)	6 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> <li>◆ Attendance : 10.0 %</li> <li>◆ Mark of Usual : 5.0 %</li> <li>◆ Midterm Exam : 25.0 %</li> <li>◆ Final Exam : 25.0 %</li> <li>◆ Other (Group presentation) : 35.0 %</li> </ul>
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>