

Tamkang University Academic Year 109, 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"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG10 Reducing inequalities SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
Departmental Aim of Education			
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	<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 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	ABCDE	12357	Lecture, Discussion, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

2	ABCDE	12357	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	110/02/22 ~ 110/02/28	Consumer Behavior and Consumer Research	
2	110/03/01 ~ 110/03/07	Creating Marketing Strategies for Customer-Centric Organizations	
3	110/03/08 ~ 110/03/14	The Consumer Decision Process	
4	110/03/15 ~ 110/03/21	Pre-Purchase Processes: Need Recognition, Search, and Evaluation	
5	110/03/22 ~ 110/03/28	Purchase	
6	110/03/29 ~ 110/04/04	Post-Purchase Processes: Consumption and Post-Consumption Evaluations	
7	110/04/05 ~ 110/04/11	Demographics, Psychographics, and Personality	
8	110/04/12 ~ 110/04/18	Consumer Motivation	
9	110/04/19 ~ 110/04/25	Consumer Knowledge	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Consumer Beliefs, Feelings, Attitudes, and Intentions	
12	110/05/10 ~ 110/05/16	Culture, Ethnicity, and Social Class	

13	110/05/17 ~ 110/05/23	Family and Household Influences	
14	110/05/24 ~ 110/05/30	Group and Personal Influence	
15	110/05/31 ~ 110/06/06	Making Contact	
16	110/06/07 ~ 110/06/13	Shaping Consumers' Opinions	
17	110/06/14 ~ 110/06/20	Oral Presentation	
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement	<p>1.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> <p>2.本課程期中考和期末考會有分組報告·每4位同學一組·During midterm and final exam will have two oral presentations. One group included 4 students.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	<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>		
References			
Number of Assignment(s)	18 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other 〈每次上課都會有課堂作業〉 : 30.0 %</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>		