

Tamkang University Academic Year 110, 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
Relevance to SDGs	SDG12 Responsible consumption and production		
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	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.
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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	110/09/22 ~ 110/09/28	Course Introduction	
2	110/09/29 ~ 110/10/05	Ch1 Consumer Behavior and Consumer Research	
3	110/10/06 ~ 110/10/12	Holiday	
4	110/10/13 ~ 110/10/19	Ch3 The Consumer Decision Process + Class assignment	
5	110/10/20 ~ 110/10/26	Ch3 The Consumer Decision Process + Class assignment	
6	110/10/27 ~ 110/11/02	Ch4 Pre-Purchase Processes: Need Recognition, Search, and Evaluation + Class assignment	
7	110/11/03 ~ 110/11/09	Ch4 Pre-Purchase Processes: Need Recognition, Search, and Evaluation + Class assignment	
8	110/11/10 ~ 110/11/16	Ch5 Purchase + Class assignment	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Ch5 Purchase + Announce Mid-term Mark + Remind personal report (case study)	
11	110/12/01 ~ 110/12/07	Submit personal report of the assigned case: Seat no. 1~28 + Choose 4~6 students to have an oral presentation in classroom or on MS Teams + Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations	
12	110/12/08 ~ 110/12/14	Submit personal report of the assigned case: Seat no. 29~56 + Choose 4~6 students to have an oral presentation in classroom or on MS Teams + Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations	
13	110/12/15 ~ 110/12/21	Submit personal report of the assigned case: Seat no. 57~84 + Choose 4~6 students to have oral presentation in classroom or on MS Teams + Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations	
14	110/12/22 ~ 110/12/28	Submit personal report of the assigned case: Seat no. 85~112 + Choose 4~6 students to have oral presentation in classroom or on MS Teams + Ch8 Consumer Beliefs, Feelings, Attitudes, and Intentions	

15	110/12/29~ 111/01/04	Submit personal report of the assigned case: Seat no. 113~140 + Choose 4~6 students to have oral presentation in classroom or on MS Teams + Ch8 Consumer Beliefs, Feelings, Attitudes, and Intentions	
16	111/01/05~ 111/01/11	Submit personal report of the assigned case: Seat no. 141~170 + Choose 4~6 students to have oral presentation in classroom or on MS Teams + Ch8 Consumer Beliefs, Feelings, Attitudes, and Intentions	
17	111/01/12~ 111/01/18	Final Exam Week	
18	111/01/19~ 111/01/25	Final week for flexible learning	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Handouts will be provided.		
References			
Number of Assignment(s)	6 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 5.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other (class presentation) : 35.0 %		
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.		