

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	CONSUMER BEHAVIOR IN TOURISM	Instructor	JUAN, PIN-JU
Course Class	TRBXB2A 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		
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.			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:25.00) C. Proper service and work attitude.(ratio:5.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

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>
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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	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	ABDE	123	Lecture, Discussion, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

2	ABCDE	12345678	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
3	ABCDE	12345678	Lecture, Discussion, Publication, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
4	ABCDE	12345678	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	113/02/19 ~ 113/02/25	Course Orientation	
2	113/02/26 ~ 113/03/03	CH.1 Consumer Behavior and Consumer Research	
3	113/03/04 ~ 113/03/10	CH.2 Creating Marketing Strategies for Customer-Centric Organizations	
4	113/03/11 ~ 113/03/17	CH.3 The Consumer Decision Process	
5	113/03/18 ~ 113/03/24	CH.4 Pre-Purchase Processes: Need Recognition, Search, and Evaluation	
6	113/03/25 ~ 113/03/31	CH.5 Purchase	
7	113/04/01 ~ 113/04/07	CH.6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations.	
8	113/04/08 ~ 113/04/14	CH.7 Consumer Motivation	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	Midterm Video Show (期中影片發表) Deadline: before on midnight of April 15th. 4月15日午夜12點前將YouTube連結傳到FB各群組Messenger
10	113/04/22 ~ 113/04/28	CH.8 Consumer Beliefs, Feelings, Attitudes, and Intentions	

11	113/04/29~ 113/05/05	CH.9 Culture, Ethnicity, Social Class, Family and Household Influences	
12	113/05/06~ 113/05/12	CH.10 Group and Personal Influence	
13	113/05/13~ 113/05/19	CH.11 Making Contact	
14	113/05/20~ 113/05/26	CH.12 Shaping Consumers' Opinions	
15	113/05/27~ 113/06/02	Final - oral presentation	
16	113/06/03~ 113/06/09	Final - oral presentation	
17	113/06/10~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	
18	113/06/17~ 113/06/23	Flex week, learning activities should be arranged.	
Key capabilities	self-directed learning Problem solving		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)		
Distinctive teaching	Project implementation course		
Course Content	Computer programming or Computer language (students have hands-on experience in related projects) Logical Thinking Environmental Safety Sustainability issue		
Requirement	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。 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. 2. Midterm Video Show (期中影片發表) 3. Final Presentation (期末個案發表)		
Textbooks and Teaching Materials	Self-made teaching materials:Textbooks Using teaching materials from other writers:Textbooks		
References	Roger D. Blackwell, Paul W. Miniard, James F. Engel, Pai Di-Ching, Norjaya Mohd. Yasin, Wan Jooria Hood. (2012). Consumer Behavior (華泰文化). Singapore: Cengage Learning Asia Pte Ltd.		

Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 10.0 % ◆ 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.