

Tamkang University Academic Year 113, 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 ◆ 3 Credits
Relevance to SDGs	SDG1 No poverty SDG4 Quality education		
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: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)			
Subject Schoolwide essential virtues			
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>This class is mainly focused on the introduction of Consumer Behavior including theoretical framework that describe consumer decision process model but also illustrations of how and when those theories do and do not work in tourism organizations.</p> <p>Prerequisite: The student must receive departmental approval in order to register for this class.</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. 2. Understand what major psychological processes to the marketing program. 3. Understand how consumers make purchasing decisions. 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	12345678	Lecture, Discussion, Publication, Practicum, Experience	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	114/02/17 ~ 114/02/23	Course Orientation	
2	114/02/24 ~ 114/03/02	CH.1 Consumer Behavior and Consumer Research	

3	114/03/03 ~ 114/03/09	CH.1 Consumer Behavior and Consumer Research	
4	114/03/10 ~ 114/03/16	CH.2 Creating Marketing Strategies for Customer-Centric Organizations CH.3 The Consumer Decision Process	
5	114/03/17 ~ 114/03/23	CH.4 Pre-Purchase Processes: Need Recognition, Search, and Evaluation	
6	114/03/24 ~ 114/03/30	CH.5 Purchase	
7	114/03/31 ~ 114/04/06	Spring Break 春假	
8	114/04/07 ~ 114/04/13	CH.6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations	
9	114/04/14 ~ 114/04/20	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	114/04/21 ~ 114/04/27	CH.7 Consumer Motivation CH.8 Consumer Beliefs, Feelings, Attitudes, and Intentions	
11	114/04/28 ~ 114/05/04	CH.9 Culture, Ethnicity, Social Class, Family and Household Influences	
12	114/05/05 ~ 114/05/11	CH.10 Group and Personal Influence	
13	114/05/12 ~ 114/05/18	CH.11 Making Contact	
14	114/05/19 ~ 114/05/25	CH.12 Shaping Consumers' Opinions	
15	114/05/26 ~ 114/06/01	Final - oral presentation will begin from May 26	
16	114/06/02 ~ 114/06/08	Final - oral presentation	
17	114/06/09 ~ 114/06/15	Final Exam/Final Assessment Week (teachers can adjust the week as needed)	
18	114/06/16 ~ 114/06/22	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.	
Key capabilities	self-directed learning Problem solving		
Interdisciplinary	In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching		

Distinctive teaching	Project implementation course Special/Problem-Based(PBL) Courses
Course Content	Logical Thinking
Requirement	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.
Textbooks and Teaching Materials	Self-made teaching materials:Textbooks, Presentations, Videos, Worksheets Name of teaching materials: 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.
References	
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.