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| **TOU 2214 Consumer Behaviour** | **Course Title:** |
| Course Description:  The course explores concepts in consumer behaviour, and provides knowledge which enables the student to understand consumer perceptions, needs and motivation. | |
| **Course Objectives**   * To develop an understanding of consumer behaviour from a variety of perspectives (multicultural, interdisciplinary, etc.). * To develop an appreciation for and understanding of how marketing research, marketing strategy, and basic research on intra- and interpersonal processes play multiple roles in the discipline of tourism marketing. * Develop an understanding of peoples' consumption-related behaviours and to develop and evaluate marketing strategies intended to influence those behaviours in tourism | |
| **Course Outline**   * Introduction to Consumer Behaviour * Models of understanding travel needs and destination choices * Market Segmentation and Strategy * Self and self identity - Personality and Lifestyles * Consumer Attitudes, Persuasion Motivation and Involvement * Consumer Perception and choices * Consumer Learning and Memory * Communication and on-line Consumer Behaviour * Product Meaning and Design * Individual Decision Making * Purchase Process / Problem Recognition * Cultural Processes and Consumption * Group influences and Opinion Leadership | |
| **Learning Outcomes:**   * Learn how to effectively meet the needs of buyers in the market * Learn new knowledge on how to influence buyers * Learn how to become an effective seller | |
| **Method of Teaching/Delivery:**  Lecture Hours – 45  Tutorial Hours – 30 | **Mode of Assessment:**   * Course Work * Final written Exam |
| **References**   * Solomon, M.R ( 2000 ) Consumer Behaviour: Buying Having and Being. * Mowen, J. C. and Minor, M., Consumer Behaviour, Fifth Edition, 2000 Pearson Education AsiaPte. Ltd. (Textbook) * O’Shaughnessy, J., Explaining Buyer Behaviour, OxfordUniversity Press, New York, 1992 * Peter, J.P. and Olson, J.C., Consumer Behaviour and Marketing Strategy, 4th Edition, Irwin, Chicago, 1995. | |

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