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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
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| **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
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| **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
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| **Method of Teaching/Delivery:**Lecture Hours – 45Tutorial Hours – 30 | **Mode of Assessment:*** Course Work
* Final written Exam
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| **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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