



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IIB 3430

Course Title: Consumer Behavior

Credits: 3(3-0-6)

Program: International Business

International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2 **Academic Year :** 2018

Section 1 General Information

1. Code and Course Title :

Course Code: IIB3430

Course Title (English): Consumer Behavior

Course Title (Thai): พฤติกรรมผู้บริโภค

2. Credits : 3(3-0-6)

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in International Business (International Program), Revised in 2018.

3.2 Course Category:

General Education

Major Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Asst. Prof. Dr. Kevin Wongleedee

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 3145 (Main Campus) Tel. 0871028285

E-mail: Kevin.wo@ssru.ac.th and scharoenchai@hotmail.com

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2018

6.2 Number of the students enrolled: 1 class (30 per class)

7. Pre-requisite Course (If any)

Course Code: IBM 1201 Course Title: Principles of Marketing

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

Building: 31 Main Campus

Friday, 9.00 – 12.00 AM, Room NO.3145 Main Campus

10. Last Date for Preparing and Revising this Course:

2 July 2018

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

- (1) The ability to identify the business theories and describe important case studies,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

1.4 Interpersonal Skills and Responsibility

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,

(3) Initiate some new business ideas and have leadership.

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Be able to use basic ICT skills and apply them to daily life,

(2) Be able to use statistics and mathematics to solve business problems,

(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

(4)

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

This course should encourage students on interpersonal skills, especially initiative new business idea. In this case, cooperative learning is required to improve learning activity. The process of cooperative learning will encourage students to participate more on interpersonal activity.

Section 3 Characteristics and Operation

1. Course Outline

Understanding consumer behavior as input to marketing decisions is vital. Psychological concepts such as perception, learning & motivation, sociological concepts such as a reference group, family, and culture are important for understanding consumer behavior.

วิชานี้นำเสนอขอบเขตความเข้าใจของพฤติกรรมของผู้บริโภค ในลักษณะของปัจจัยที่สามารถนำไปสู่การตัดสินใจด้านการตลาด ความรู้ความเข้าใจด้านจิตวิทยา เช่น การอ้างอิงความรู้และแรงกระตุ้น นอกจากนั้นความรู้ด้านสังคมศาสตร์ เช่น กลุ่มอ้างอิงครอบครัวและวัฒนธรรมเป็นสิ่งสำคัญซึ่งนำไปสู่ความเข้าใจของพฤติกรรมของผู้บริโภค

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/	Self-Study (hours)
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		Internship (hours)	
48 hours	-		3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 3101

Building: International College (Main Campus, SSRU)

3.2 Consulting via office telephone/mobile phone: 0871028285

3.3 Consulting via E-Mail: kevin.wo@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Facebook: DrKevin.wo

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: http://www.teacher.ssru.ac.th/kevin

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students will help to remind other team members to be on time,
- (2) Provide an example of integrity in classroom such as no plagiarism,

(3) Provide a case study that explains business ethics.

1.3 Evaluation Strategies

(1) Checking student attendance every class,

(2) Evaluate from how many students cheating in exam,

(3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to identify the business theories and describe important case study,

- (2) The ability to provide an analysis and provide the solution to real world problems,

- (3) The ability to use business knowledge integrated with other disciplines.

2.2 Teaching Strategies

(1) Use Problem-based learning,

(2) Use cooperative learning techniques,

(3) Invite guest speaker who is an expert in real world business.

2.3 Evaluation Strategies

(1) Pop-quiz, midterm, and final exam,

(2) A group project,

(3) Class Presentation.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,

- (2) Self-study and sharing information to the class,

- (3) The ability to solve problems from case studies.

3.2 Teaching Strategies

(1) Group presentations,

(2) Participate in real competitions such as business plan writing,

(3) Problem-based learning.

3.3 Evaluation Strategies

(1) Evaluate individual and group research and studies,

(2) Evaluate in class activities and personal involvement,

(3) Class presentations and discussion.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) The ability to initiate some new business ideas and have leadership.

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members,
- (2) Practice business manner and how to deal with customers,
- (3) Use advance business English to communicate in class and with lecturers.

4.3 Evaluation Strategies

- (1) How students participate in teamwork,
- (2) How students use advance business English in their presentation,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business problems,
- (2) Use activities such as encouraging students to show their work in an exhibition,
- (3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

5.3 Evaluation Strategies

- (1) Evaluate the correct application of statistics and mathematics to solve problems,
- (2) Evaluate their ability to present their work in at an exhibition,

(3) Evaluate their ability to use software computer such as Photoshop doing their work.

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Topic 1 Introduction Syllabus <ul style="list-style-type: none"> ● Hand out ● Get to know each others 	6 hrs	- Direct instruction and group discussion - Student center: cooperative learning (round robin)	Asst. Prof. Dr. Kevin Wongleedee
2	Topic 2 Culture, Ethnicity, Religion, Subcultures <ul style="list-style-type: none"> ● Introduction of student project 	6 hrs	- Direct instruction - Problem based learning: case study - Student center: cooperative learning (TAI: Team Assist Individual)	Asst. Prof. Dr. Kevin Wongleedee
3	Topic 3 Values, Societal Demographics, Household, Social class <ul style="list-style-type: none"> ● Group study ● Quiz ● Process technology 	6 hrs	- Direct Instruction - Student center: cooperative learning (think – pair – share)	Asst. Prof. Dr. Kevin Wongleedee
4	Topic 3 Influence Principles and	6 hrs	- Direct Instruction - Student center:	Asst. Prof. Dr. Kevin

	Reciprocation <ul style="list-style-type: none"> • Quiz 		cooperative learning (rally robin) - Midterm Review	Wongleedee
5	Midterm Examination	3 hrs	- Paper test - Analysis questions - Essay	Asst. Prof. Dr. Kevin Wongleedee

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
6	Topic 4 Motivation, Emotion, and Personality <ul style="list-style-type: none"> • Best Paper Study 	6 hrs	- Direct Instruction - Student center: cooperative learning (Jigsaw problem solving) - Group discussion	Asst. Prof. Dr. Kevin Wongleedee
7	Topic 5 Perception <ul style="list-style-type: none"> • Case study • Quiz 	6 hrs	- Direct Instruction - Student center: cooperative learning (TGT: Team Game Tournament)	Asst. Prof. Dr. Kevin Wongleedee
8	Topic 6. Attitude and lifestyle <ul style="list-style-type: none"> • Project discussion 	6 hrs	- Group project - Student center: cooperative learning (Round robin) - Group invigilation - Final Exam review	Asst. Prof. Dr. Kevin Wongleedee
9	Final Examination	3 hrs	- Paper test	Asst. Prof. Dr. Kevin Wongleedee

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Ethic and Morals (1) The ability to deliver or to complete a required task at or the appointed time, (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold, (3) The ability to make decisions in business according to moral concepts and judgments.	Attendance criteria	Throughout semester	10 %
2	Knowledge (1) The ability to identify the business theories and describe important case studies, (2) The ability to provide an analysis and provide the solution to real world problems, (3) The ability to use business knowledge integrated with other disciplines.	Paper test	(1) Week 5 (2) Week 9	20 % 30 %

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	Cognitive Skills (1) The ability to gather and summarize information, and conduct research, (2) Self-study and sharing information to the class,	Cooperative learning	Throughout semester	10 %

	(3) The ability to solve problems from case studies.			
4	Interpersonal Skills and Responsibilities (1) The ability to communicate in English, (2) The ability to use English to solve business problem, (3) Initiate some new business ideas and have leadership.	(1) Cooperative learning (2) Group discussion	Throughout semester	10%
5	Numerical Analysis, Communication and Information Technology Skills (1) Be able to use basic ICT skills and apply them to daily life, (2) Be able to use statistics and mathematics to solve business problems, (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.	(1) Paper report (2) Group invigilation	Week 8	20 %

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Solomon, Michael, R. (2016). *Consumer Behavior*. 10th edition. Prentice Hall: New York.

2. Important Documents for Extra Study

Solomon, Michael, R. (2012). *Consumer Behavior: Buying, Having, and Being*.
12th edition. Prentice Hall: New York

3. Suggestion Information (Printing Materials/Website/CD/Others)

Cross-Cultural Consumer Behavior: A Review of Research Findings By
Marieke de Mooij and Geert Hofstede, *Journal of International
Consumer Marketing*,

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking

question.

(10) Course assignments are interesting and stimulating.

(11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
Course Category: Business Elective Course	● Major Responsibility									○ Minor Responsibility					
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IIB3430 Course Title: Consumer Behavior	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●