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Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
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Course Description: Customer Behavior

1- Basic Information:

Course Name	Customer Behavior
Course ID	BMK502
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	-
Exam	75 Min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course Level	5

2- Pre-Requisites:

Course	ID
Services Marketing	BMK501

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3- Course General Objectives: The course aims to introduce the student to the following:

- ✓ Content of customer behavior.
- ✓ The relationship of the study of customer behavior with other sciences.
- ✓ Entrances to the interpretation of customer behavior, indicating the traditional approaches of models.
- ✓ The importance of studying the behavior of customers for the tourism organization and the ways and methods of studying the behavior of a tourist.
- ✓ Stages of the purchasing decision-making process.
- ✓ Psychological trends of individuals and their impact on the client's behavior represented.
- ✓ Indigenous and sub-cultures and customer behavior.
- ✓ Social factors and their components, indicating their impact on customer behavior.

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Knowing the content of customer behavior, indicating the reasons for interest in studying customer behavior, explaining customer behavior patterns and dimensions of tourist behavior and stages of customer behavior.
ILO2	It studies the relationship of the study of customer behavior with other sciences (psychology - sociology - social psychology - studying the cultures of human races -

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	economics - studying the characteristics of population (demography) - statistics). Finally, focus on the concept of customer behavior theory.
ILO3	Explains the approaches to interpreting customer behavior, showing the traditional approaches of models (economic model - social models - psychological model - agitation and response model - rational model) and comprehensive approaches from models (Howard - Schit model - Engel model - Collat Black Well - Nicosia model).
ILO4	Knowing the importance of studying customer behavior for the tourism organization and the ways and methods of studying tourist behavior (in-depth personal interview - focused group interview - projective methods) on customer behavior.
ILO5	It examines the stages of the purchasing decision-making process (indicator - identifying the problem - searching for alternatives - evaluating alternatives - making a purchase decision - post-purchase behavior) and knowing the types of purchasing decision-making process (extended wide decision - limited decision - routine decision).
ILO6	It examines the psychological trends of individuals and their impact on customer behavior represented in (motives - learning - attitudes - cognition - memory) and their impact on customer behavior.

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ILO7	Knowledge of the original and sub-cultures and customer behavior by understanding (the concept of culture - components of culture - cultural change) and its impact on customer behavior.
ILO8	Analyzes social factors and their components (social class - reference group - family) indicating their impact on customer behavior.

5- Course Syllabus (24 hours of total Recorded Sessions, 18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • Understand the concept of customer behavior and customer roles. 			<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO2	<ul style="list-style-type: none"> • Examines customer behavior study theories and their interpretation. 			<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices	

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				<input type="checkbox"/> Others	
ILO3	<ul style="list-style-type: none"> • Knowledge of ancient and comprehensive approaches to client psychology and behavioral models. 			<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4	<ul style="list-style-type: none"> • Analyzes methods and methods for measuring customer behavior. 			<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	he first function: It is a practical case of the reality of a particular company, asking it a set of questions related to the methods of measuring the behavior of the customer on which it depends and proposing the best suitable method for its marketing.
ILO5	<ul style="list-style-type: none"> • Knowing and understanding the stages of the purchasing decision-making process for customers. 			<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars	

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				<input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO6	<ul style="list-style-type: none"> Remember the psychological trends of individuals and their impact on the behavior of the client. 			<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The second function: Assigning students to search for examples of motives, attitudes, and sensory perception in articles and books, and preparing them under the supervision of the teacher, so that they can share them with their colleagues during the lecture before the teacher explains them.
ILO7	<ul style="list-style-type: none"> Knowledge of indigenous and sub-cultures and their impact on customer behavior. 			<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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ILO8	<ul style="list-style-type: none"> • Researches social class and its role in customer behavior. 			<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
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6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF 2F	Rpt
ILO1	The student deduces the distinctive ideas and principles of the concept of customer behavior and analyzes the extent to which the concept of customer and customer can continue to be applied.	The student compares the importance and benefits of studying customer behavior, applying these benefits and benefiting from them, and distinguishing the pattern that the customer follows in his behavior for research, purchase, use or evaluation of tourism goods and services.	x		x		x

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		The student analyzes through discussion with the teacher the identification of the client's requirements in the current business environment.					
ILO2	Distinguishes the foundations of customer behavior study theories and analyzes the relationship of customer behavior study with other sciences.	<p>The student distinguishes between the concepts of customer behavior theory.</p> <p>The student evaluates the content of the economic theory of customer behavior with the company and market situation. The student studies the emergence and development of customer behavior science in the available business markets.</p>	x		x		
ILO3	Knowledge of ancient and comprehensive approaches to client psychology and behavioral models.	The student analyzes the approaches to interpreting customer behavior, and the student chooses the customer readiness model at different stages, and the student distinguishes between the	x		x		x

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		economic model, social models, and others.					
ILO4	Understands methods of measuring customer behavior.	The student distinguishes between the importance of studying customer behavior for the tourism organization, and the student analyzes the ways and methods of studying customer behavior.	x	x	x		
ILO5	The student analyzes, through discussion with the teacher, the stages of the purchasing decision-making process for customers and the methods of making the purchasing decision.	The student distinguishes between the behavior of the customer and the consumer and the student analyzes the stages of the purchasing decision process and the types of decision for the customer.	x		x		x
ILO6	Remembers the vocabulary of the scientific content of the psychological trends of individuals and their impact on the behavior of the client.	The student distinguishes between motives and situations, perception and memory. The student chooses the appropriate situation and knows the motive behind the buying behavior.	x		x	x	

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ILO7	The student uses the concept of culture, the components of culture, cultural change, and customer behavior.	The student analyzes and evaluates indigenous and sub-cultures and client behavior. By answering direct and some inferential questions regarding cultural change.	x		x		x
ILO8	Analyzes social class and its components on customer behavior.	The student distinguishes between social class, the reference group, and the family and applies them to the behavior of the client.	x		x		x

7- Practice Tools:

Tool Name	Description
non	-----

8- Main References

1. Itzel M. Walker B. Stan Tone. (2006). Marketing (translator). Beirut: Library of Lebanon Publishers.
2. Samer Al-Mustafa Muhammad Nasser. (2012). consumer's behaviour. Damascus University, first edition.
3. Kotler and others, Marketing, translated by Mazen Nafaa, Aladdin House Publications -

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1. Translated by Mazen Nafaa, Philip Kotler and others. (2002 AD). Marketing. Damascus: Aladdin House for Publishing, Distribution and Translation, Part Three.
2. Michael Itzlem. Walker. Stanton - Translation of the Library of Lebanon Publishing, Marketing (Translator), Beirut, first edition, 2006 AD.
3. Kotler Ph, what consumers means for marketers, Harvard Business Review, 1972.
4. Schiffman, Leon. G & Kanuk, Leslie Lazar, consumer behavior, Prentic Hall, USA, Newjerky, 1997.