

朝陽科技大學 092學年度第2學期教學大綱
Consumer Behavior Research 消費者行為研究

當期課號	7664	Course Number	7664
授課教師	林孟璋	Instructor	LIN, MEMG JANG
中文課名	消費者行為研究	Course Name	Consumer Behavior Research
開課單位	企業管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本學科為行銷管理領域之課程之一。為以需求面導入行銷領域。行銷管理顧客面日漸受重視。修行此課程學生可以明瞭。消費者之行為並以實務研討。且提供有關論文之撰寫方向提升研究興趣。主要內容如下：1.消費者環境分析2.消費者決策過程3.消費者與文化4.消費者與次文化5.消費者態度決策模型。	Objectives	This course covers the major research topics of consumer behavior. It provides an assessment of the consumer behavior filed. Topics include: consumer in the marketplace, consumers as individuals, consumers as decision makers, consumers and subculture, consumers and culture, consumers decision process. (3 credit hours)
教材	1.課程講授與研讀外文文獻 2.輔以實例研討 3.校外參訪	Teaching Materials	1.teaching and reading paper. 2.case study. 3.out-room invisit.
成績評量方式	1.英文文獻報告:40% 2.書面報告:40% 3.出缺席與上課情形:20%	Grading	1.Report of English reading 40% 2.Paper report 40% 3.case study 20%
教師網頁	-		
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尊重智慧財產權，請勿非法影印。