朝陽科技大學 095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	7578	Course Number	7578
授課教師	林孟璋	Instructor	LIN,MEMG JANG
中文課名	消費者行爲研究	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	本學科爲行銷管理領域之課程之一.爲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.消費者之行爲並以實務研討.且提供有關論文之撰寫方向提升研究興。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.Consumer Behavior Blackwell miniard & Engel合著 華泰 2.消費者行爲 葉日武譯 前程企業	Teaching Materials	1.Consumer Behavior Blackwell miniard & Engel
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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