# 朝陽科技大學 096學年度第2學期教學大綱
# Consumer Behavior 消費者行為

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| **當期課號** | 1288 | **Course Number** | 1288 |
| **授課教師** | 王文傑 | **Instructor** | WANG,WEN CHIEH |
| **中文課名** | 消費者行爲 | **Course Name** | Consumer Behavior |
| **開課單位** | 保險金融管理系(四日)四A | **Department** | |
| **修習別** | 選修 | **Required/Elective** | Elective |
| **學分數** | 2 | **Credits** | 2 |
| **課程目標** | 1. 能瞭解消費者行爲相關理論與知識。<br>2. 能應用消費者行爲相關知識與分析技巧於行銷管理。<br>3. 培養專業的消費者行爲管理的態度及分析行銷組合策略的客觀性決策方法。<br>4. 運用學生對「消費者行爲」所產生的好奇感，加入個案討論，讓學生在好奇與實務中，瞭解所學實作涵意，以提升其學習成就動機。 | **Objectives** | 1. Able to understand consumer behavior theories and knowledge.<br>2. Able to apply consumer behavior knowledge and analysis skills in marketing management.<br>3. Having professional consumer behavior management attitudes and objectiveness decision methods of analysis of marketing combination strategies.<br>4. Adding case discussions in students' curiosity on consumer behaviors to make students understand the meaning of practice and enhance the learning achievement motive. |
| **教材** | 講授，小考或小組討論（分組課外讀物發表） | **Teaching Materials** | Lecture, case study and reading related papers |
| **成績評量方式** | 期中報告20%；期末報告:30%；平時評量：50%(包括平時考試、出席狀況、發表或討論) | **Grading** | mid report. 20%, Fin. report. 30%,case and presentation 50% |
| **教師網頁** | | | |
| **教學內容** | 主要在探討消費者購買之決策過程，包括影響購買決策的內、外在因素，以及購買後的反應。 | **Syllabus** | This class will be introduced the process of consumer buying behavior, including the inner and outer factors. |

尊重智慧財產權，請勿非法影印。