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

當期課號	3140	**Course Number**	3140
授課教師	林孟璋	**Instructor**	LIN,MEMG JANG
中文課名	消費者行爲	**Course Name**	Consumer Behavior
開課單位	企業管理系(四進)二A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	消費者行爲學爲行銷管理領域課程之一。探討消費者的需求，並提供最能滿足消費者需求的產品或服務，採取由內而外的做法，由消費者的重機、認知、學習、涉入、態度、溝通和自我觀念等方面著手;由個人決策過程配合群體決策影響，再輔以社會文化學觀念探討消費者行爲。	**Objectives**	This subject introduces the process of consumer buying behavior,including the inner and outer factors.The inner factors include motivation, attitude, perception and lifestyle. The outer factors include families,society,culture , situational influences, and so on. With the combination of the theory and empirical examples,the students can fully understand the decision process of buying behavior.
教材	1.消費者行爲 廖淑伶 著 前程企業 2.Consumer Behavior Blackwell miniard & Engel合著 華泰 3.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.期中考:30% 2.書面報告:30% 3.出缺席與上課情形:20% 4.口頭報告:20%	**Grading**	1.Mid-Exam. 40% 2.Paper report 30% 3.Case study 20% 4.Oral report 20%
教師網頁	_		
教學內容	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趣	**Syllabus**	This course covers the major research topics of consumer behavior, it provides an asessment 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 decsion process.

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