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	3203	Course Number	3203
授課教師	張祐誠	Instructor	,
中文課名	消費者行爲	Course Name	Consumer Behavior
開課單位	保險金融管理系(四進)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。 2. 能應用消費者行爲相關知識與分析技巧於行銷管理。 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。 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. 2. Able to apply consumer behavior knowledge and analysis skills in marketing management. 3. Having professional consumer behavior management attitudes and objectiveness decision methods of analysis of marketing combination strategies. 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	消費者行爲概論2007年7月初版三刷 林建煌 華泰文化	Teaching Materials	Introduction to Consumer Behavior
成績評量方式	平常成績40%,期中考30%,期末考30%	Grading	participation:40% mid-term:30% Final:30%
教師網頁			
教學內容	1.消費者行爲基礎導論 2.消費者資訊處理與決策 3.消費者行爲微觀面探討 4.消費者行爲宏觀面探討 5.消費者行爲實務個案研討	Syllabus	1.Introduction to the basis of consumer behavior 2.Consumer information processing and decision-making 3.Microscopic study of consumer behavior 4.Macro study of consumer behavior 5.Practice case studies consumer behavior

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