朝陽科技大學 096學年度第2學期教學大綱
Consumer Behavior in Leisure Studies 休閒觀光消費行為研究

當期課號	7620	Course Number	7620
授課教師	王建興	Instructor	WANG,CHIEN HSIN
中文課名	休閒觀光消費行爲研究	Course Name	Consumer Behavior in Leisure Studies
開課單位	休閒事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	課程內容涵蓋消費者在消費行爲上、策略上、文化上，道德上的議題並輔以休閒產業相關個案研討之。	Objectives	Courses addresses the issues and topics of customer behavior、including culture、 marketing strategy, psychology etc.
教材	Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). Consumer behavior (8th ed.). New York: The Dryden Press. Pizam, A., & Mansfeld, Y. (1999). Consumer behavior in travel and tourism. New York: The Haworth Hospitality Press. Schiffman, L. G., & Kanuk, L. L. (2007). Consumer behavior (9th ed.). Upper Saddle River, NJ: Pearson Education.	Teaching Materials	Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). Consumer behavior (8th ed.). New York: The Dryden Press. Pizam, A., & Mansfeld, Y. (1999). Consumer behavior in travel and tourism. New York: The Haworth Hospitality Press. Schiffman, L. G., & Kanuk, L. L. (2007). Consumer behavior (9th ed.). Upper Saddle River, NJ: Pearson Education.
成績評量方式	1. 消費者行爲研究報告（30%）。 2. 消費者行爲研究報告發表（20%）。 3. 課堂反饋札記（25%）。 4. 課堂參與（25%）。	Grading	1. Consumer behavior research report (30%). 2. Oral presentation (20%). 3. Class logs/ journals (25%). 4. Class participation (25%).
教師網頁			
教學內容	<U>課程敘述：</U> 介紹消費者行爲學所涵蓋的觀念、原則與理論，並對於休閒觀光消費行爲研究進行探討。 <U>課程目標：</U> 1. 訓練學生以多元觀點對於消費者行爲進行分析瞭解； 2. 培養學生評估其所屬單位現存消費者行爲策略的能力； 3. 提升學生解讀暨執行休閒觀光消費行爲研究的能力。 <U>授課大綱：</U> 2/25 消費者行爲導論。 3/03 消費者研究。 3/10 市場區隔。 3/17 消費者動機。 3/24 人格與消費者行爲。 3/31 消費者知覺。 4/07 消費者學習。 4/14 停課—期中考。 4/21 消費者態度形成與改變。 4/28 溝通與消費者行爲。 5/05 參考群體與家庭影響。 5/12 社會階層與消費者行爲。 5/19 文化與消費者行爲。 5/26 次文化與消費者行爲。 6/02 跨文化消費者行爲。 6/09 消費者影響與創新擴散。 6/16 停課—期末考。	Syllabus	<U>Course description:</U> This class is intended to introduce the prominent concepts, principles, and theories related to the discipline of consumer behavior. The paradigms and procedures of the consumer research will be addressed as well. <U>Course objectives:</U> 1. To develop an understanding of consumer behavior from a variety of perspectives; 2. To foster the ability of evaluating marketing strategies; 3. To enhance the ability of reviewing and conducting consumer research. <U>Course schedule:</U> 2/25 Introduction to consumer behavior; 3/03 Consumer research; 3/10 Market segmentation; 3/17 Consumer motivation; 3/24 Personality and consumer behavior; 3/31 Consumer perception; 4/07 Consumer learning; 4/14 No class- midterm exam; 4/21 Attitude formation and change; 4/28 Communication and consumer behavior; 5/05 Reference groups and family influences;

			5/12 Social class and consumer behavior; 5/19 Culture influence on consumer behavior; 5/26 Subcultures and consumer behavior; 6/02 Cross-cultural consumer behavior; 6/09 Diffusion of innovations; 6/16 No class- final exam.

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