朝陽科技大學 097學年度第1學期教學大綱
Consumer Behavior 消費者行為

當期課號	1577	Course Number	1577
授課教師	□鈺城	Instructor	TU,YU CHENG
中文課名	消費者行爲	Course Name	Consumer Behavior
開課單位	行銷與流通管理系(四日)二A	Department	
修習別	必修	Required/Elective	Required
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	消費者行爲(Hawkins, Best, & Coney, 葉日武譯)前程企業出版社。	Teaching Materials	Consumer Behavior, Hawkins, Best, & Coney, 10th edition, 2007, McGraw Hill Irwin.
成績評量方式	1、分組作業練習(15%) 2、上課參與（發言、出席率等）(10%) 3、期中分組主題報告(25%) 4、期末考試(25%) 5、期末報告(25%)	Grading	1. Assignments.(15%) 2. Participation.(10%) 3. Midterm topic report.(25%) 4. Final exam.(25%) 5. Final case study report.(25%)
教師網頁			
教學內容	1.瞭解消費者行爲研究與社會科學之關連。 2.瞭解認知、心理因素、社會因素與環境因素對消費者行爲影響。 3.運用消費者行爲研究去分析特定產品、服務與商業模式 4.體認制定行銷策略與消費者行爲知識應用之間的關連	Syllabus	1.Explain the connections between the study of consumer behavior and the broader social sciences. 2.Articulate an understanding of the cognitive, psychological, sociological, and environmental factors that shape consumer behavior. 3.Apply this understanding to an analysis of the consumers of a particular product, service or business. 4.Appreciate the connection between making strategic marketing decisions and having a sound knowledge of consumer behavior concepts.

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