朝陽科技大學 097學年度第2學期教學大綱
Consumer Behavior 消費者行為

當期課號	1339	Course Number	1339
授課教師	吳桂桂	Instructor	WU,KUEI KUEI
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)三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	廖淑伶著（2007年），消費者行爲-理論與應用，前程文化。	Teaching Materials	Consumer Behavior: Concepts and Application by S. L. Liaw, FCMC.
成績評量方式	課堂參與及表現 15% 報告　25% 期中考　30% 期末考　30%	Grading	Presence and participation 15% Report 25% Mid Term Exam 30% Final Exam 30%
教師網頁			
教學內容	●消費者行爲概觀 ●透視消費者內心 ●細觀消費者決策 ●綜觀消費者環境 ●新興消費者行爲	Syllabus	●Overview of Consumer Behavior ●Penetrating Consumer's Mind ●Scrutinizing Consumer Decision Making ●Surveying Consumer's Environment ●Emerging Consumer Behavior

尊重智慧財產權，請勿非法影印。