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	1535	Course Number	1535
授課教師	楊文廣	Instructor	YANG,WEN GOANG
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)一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	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。