

**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	3126	Course Number	3126
授課教師	陳盈達	Instructor	CHEN, YING TA
中文課名	消費者行為	Course Name	Consumer Behavior
開課單位	企業管理系(四進)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	消費者行為學為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為。	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	1.消費者行為 蕭富峰 著 智勝文化 2.消費者行為 簡明輝 著 新文京出版 3.消費者行為 顧萱萱 郭建志 譯 學富文化	Teaching Materials	1.Consumer Behavior 2.Consumer Behavior 3.Consumer Behavior
成績評量方式	1.書面報告:30% 2.出缺席與上課情形:40% 3.口頭報告:30%	Grading	1.Paper report 30% 2.Case study 40% 3.Oral report 30%
教師網頁	<a href="http://tw.myblog.yahoo.com/sunyagift88">http://tw.myblog.yahoo.com/sunyagift88</a>		
教學內容	本學科為行銷管理領域之課程之一。為以需求面導入行銷領域。行銷管理顧客面日漸受重視。修此課程學生可以明瞭消費者之行為並以實務研討。且提供有關論文之撰寫方向提升研究興趣	Syllabus	This course covers the major research topics of consumer behavior, it provides an assessment of the consumer behavior field, topics include: consumer in the marketplace, consumers as individuals, consumers as decision makers, consumers and subculture consumers and culture, consumers decision process.

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