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	3475	Course Number	3475
授課教師	郭昭蘭	Instructor	KUO,CHAO LAN
中文課名	消費者行爲	Course Name	Consumer Behavior
開課單位	傳播藝術系(四進)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	教學目標： 1.使學生了解消費者的行爲與需要及環境對消費者行爲的影響(知識) 2.能具備分析消費者心理及行爲之能力 (技能) 3.能具備行銷及廣告研究從業人員之專業態度(態度) 4.能了解消費者行爲領域之發展應用情形(其他)	Objectives	1.To help students understand consumer behavior and the impact of environment on consumer behavior. 2.To improve the ability of analyzing consumer behavior. 3.To equip students with the professional attitudes of doing marketing and advertising research. 4.To help students understand the development of consumer behavior.
教材	蕭富峰(民97). 消費者行爲.台北:智勝出版. 林仁和(民90).商業心理學.台北:揚智. 漆梅君(民90).透視消費者.台北:學富. 課堂講義	Teaching Materials	
成績評量方式	課堂討論(20%) 期中報告(40%) 期末報告(40%) 平時點名一次無故未到扣總成績2分 作業遲交一天分數打九折以此類推	Grading	class discussion 20% mid-term project 40% final project 40%
教師網頁	_		
教學內容	本課程教學內容包括消費者行爲概念的認知,消費者購買決策過程,社會文化因素對消費者行爲的影響,消費者心理學,行銷4P策略與消費者行爲之關連性.課程教學方式將以實例引導同學對消費者行爲概念的理解.	Syllabus	The content of this course includes the following topics:the basic concepts of consumer behavior,the process of purchase decision,the impact of social and cultural factors on the consumer behavior,consumer psychology and the relationships between marketing strategies and consumer behavior.

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