

朝陽科技大學 098學年度第2學期教學大綱  
Consumer Behavior 消費者行為

當期課號	1580	Course Number	1580
授課教師	陳玄愷	Instructor	CHEN,SHUAN KAI
中文課名	消費者行為	Course Name	Consumer Behavior
開課單位	行銷與流通管理系(四日)–B	Department	
修習別	必修	Required/Elective	Required
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	主要讀本： □ 林建煌，民96，消費者行為概論，台北：華泰文化。 參考書目： □ Solomon, Michael R. (2007) Consumer behavior: Buying, having, and being, 8th, NJ: Pearson. □ Blackwell, Roger D., Miniard, Paul W. and Engel, James F. (2006) Consumer behavior, 10th, South-Western College.	Teaching Materials	Required Textbook: □ Lin Chien-Huang, 2007, Introduction to Consumer Behavior, Taipei: Hwa-Tai Publishing Supplement: □ Solomon, Michael R. (2007) Consumer behavior: Buying, having, and being, 8th, NJ: Pearson. □ Blackwell, Roger D., Miniard, Paul W. and Engel, James F. (2006) Consumer behavior, 10th, South-Western College.
成績評量方式	小組個案報告與討論(20%) 期中考(20%) 期末考(20%) 出缺席(15%) 期末報告(25%)	Grading	Group case report and discussion (20%) Mid-term (20%) Final Exam (20%) Attendance (15%) Final report (25%)
教師網頁	<a href="http://www.marketing.cyut.edu.tw/ContentDetail.aspx?mid=teacher&amp;cid=65&amp;NewsID=14">http://www.marketing.cyut.edu.tw/ContentDetail.aspx?mid=teacher&amp;cid=65&amp;NewsID=14</a>		
教學內容	週 別單元名稱 1 課程介紹；課堂規定與評分標準 2 Unit 1 導論 3 Unit 2 消費者知覺 4 Unit 3 消費者學習 5 Unit 4 消費者態度 6 Unit 5 消費者決策過程 7 Unit 6 消費者動機 8 Unit 7 消費者人格特質、生活型態、價值與人口統計變數 9 期中考 10 Unit 8 文化 11 Unit 9 參考群體 12 Unit 10 家庭 13 Unit 11 社會階級 14 Unit 12 創新擴散與情境因素 15 期末報告 16 期末報告 17 期末報告 18 期末考	Syllabus	W E E K Unit Name 1 Preparation: Class rule and grading criteria 2 Unit 1: Introduction 3 Unit 2: Consumer's Cognition 4 Unit 3: Consumer's Learning 5 Unit 4: Consumer's attitude 6 Unit 5: Consumer's decision making process 7 Unit 6: Consumer's motivation 8 Unit 7: Consumer's characteristics, living style, value, and demographic variables 9 Mid-term 10 Unit 8: Culture 11 Unit 9: Reference group 12 Unit 10: Family 13 Unit 11: Social Classes 14 Unit 12: Diffusion of innovation and situational factor 15 Final report (1) 16 Final report (2) 17 Final report (4) 18 Final exam