

朝陽科技大學 098學年度第2學期教學大綱
Tourism Behavior 休閒消費行為

當期課號	3296	Course Number	3296
授課教師	張几文	Instructor	Chang,Chi Wen
中文課名	休閒消費行為	Course Name	Tourism Behavior
開課單位	休閒事業管理系(二進)四A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	課程內容涵蓋消費者在消費行為上, 策略上,文化上,道德上的議題並輔以休閒產業相關個案研討之。	Objectives	Courses addresses the issues and topics of customer behavior, including culture, marketing strategy, psychology etc.
教材	採互動式教學 藉由投影片與光碟教學 由教材導入實際案例解說 休閒產業成功實際案例觀摩	Teaching Materials	Adapting interactional instruction Using projector and CD instruction Case study into multi-media instructional interpretation
成績評量方式	1.期中考試 (30%) 2.專題報告 (40%) 3.課堂參與回饋與貢獻考核 (30%)	Grading	1.M-terms examinations (30%) 2.Assignment (40%) 3.Contribution to presentation (30%)
教師網頁	-		
教學內容	了解消費者 消費者行為與行銷策略 知覺與學習 記憶與知識 動機、價值觀與涉入 人格、自我與生活形態 態度形成與改變 消費者情感 消費者購買決策過程 購買情境與購後過程 獲得與處置 文化與次文化 團體與人際影響 家庭影響 網路消費者行為	Syllabus	Understanding Consumer Behavior Consumer Behavior and Marketing Strategies Perception and Learning Memory and Knowledge Motivation, Values and Involvement Personality, Self, and Lifestyles Attitude Formation and Change Consumer Emotions Scrutinizing Consumer Decision Making Consumer Buying Decision Making Buying Situations and Postpurchase Process Acquisition and Disposing Surveying Consumer's Environment Culture and Subcultures Group and Interpersonal Influence Family Influence Emerging Consumer Behavior Online Consumer Behavior

尊重智慧財產權，請勿非法影印。