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	3363	Course Number	3363
授課教師	陳玄愷	Instructor	CHEN,SHUAN KAI
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(四進)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	主要讀本： 林建煌，民96，消費者行爲概論，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	http://www.marketing.cyut.edu.tw/ContentDetail.aspx?mid=teacher&cid=65&NewsID=14		
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

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