

# 100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	2203 / BAM4027
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)456 / B303	Language	Chinese

Introduction
To understand consumer behavior.

Outline
Consumer perception Consumer decision Culture and consumer behavior

Prerequisite
Marketing Management