

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	2954 / GMN5110
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年3班
Lecturer	蔡翠旭	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(日)456 / B003-1	Language	Chinese

Introduction
Try to introduce students to the latest and best thinking by some very bright scientists who develop models and studies of consumer behavior. And, students will find a lot of practical examples to back up these fancy theories.

Outline
1.Perception 2.Learning 3.Memory 4.Motivation 5.Values 6.The self 7.Attitudes 8.Mid-term test 9.Attitude change 10.Interactive communications 11.Individual decision making 12.Buying 13.Disposing 14.Group influence 15.Opinion leadership 16.Household decision making 17.Final-term test

Prerequisite
principle of marketing