

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為專題研討	Serial No. / ID	1568 / MDR5089
Dept.	管理學院博士班	School System / Class	研究所博士班2年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)789 / B101	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 or report 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 report 1 18.Final report 2

Prerequisite
principle of marketing research method