

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	設計與消費者行為	Serial No. / ID	2632 / IDD4069
Dept.	工業設計學系	School System / Class	大學日間部4年1班
Lecturer	許玉珊	Full or Part-time	兼任
Required / Credit	Optinal / 2	Graduate Class	Yes
Time / Place	(三)34 / G412	Language	Chinese

Introduction
Products are made for consumers,a designer can make a good design which fits the demand of consumers once the designer knows the behavior of consumers. This course is aimed to help design students understand the basic concept of consumer behavior, and to know the factors influencing consumers when they are purchasing products.

Outline
Introduction to consumer behavior, Consumer study, Consumer perception, Market Segmentation, Culture and consumer behavior, Process of consumer decision-making.

Prerequisite
Basic product design skills and knowledge; Product planning course taken is preferred but not essential.