

## 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	2448 / BAM4027
Dept.	企業管理學系	School System / Class	大學日間部2年2班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)567 / B301	Language	Chinese

Introduction
To understand consumer behavior.

Outline
Consumer perception Consumer decision Culture and consumer behavior

Prerequisite
Marketing Management