

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	文創產業消費者心理學導論	Serial No. / ID	2679 / CCF1009
Dept.	文創產業國際人才學士學位學	School System / Class	大學日間部1年1班
Lecturer	陳建志	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)78 / J309 (四)5 / J309	Language	Chinese

Introduction
<p>Consumer Psychology is a specialty area that studies how our thought, beliefs, feelings and perceptions influence how people buy and relate to goods and services. The main focus of this course is to introduce some basic ideas, arguments and applications in consumer psychology.</p>

Outline
<p>This course will study a variety of topics, including:</p> <ol style="list-style-type: none"> 1. How consumers choose business, products and services 2. The thought processes and emotions behind consumer decisions 3. How environmental variables, such as friends, family, media and culture influence buying decisions 4. What motivates people to choose one product over another 5. How personal factors and individual difference affect people's buying choices 6. What marketers can do to reach out effectively to their target customers

Prerequisite
general English skills