

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	2543 / IBB1029
Dept.	國際企業管理學系	School System / Class	進修學士班3年1班
Lecturer	蔡敏川	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(六)567 / B404	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