

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	2689 / GMN5110
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年4班
Lecturer	魏志雄	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(日)123 / B304	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