

## 98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	2609 / GMN5110
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年3班
Lecturer	鄭華清	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(日)567 / B302	Language	Chinese

Introduction
<p>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.</p>

Outline
<ol style="list-style-type: none"> <li>1.Perception</li> <li>2.Learning</li> <li>3.Memory</li> <li>4.Motivation</li> <li>5.Values</li> <li>6.The self</li> <li>7.Attitudes</li> <li>8.Mid-term test</li> <li>9.Attitude change</li> <li>10.Interactive communications</li> <li>11.Individual decision making</li> <li>12.Buying</li> <li>13.Disposing</li> <li>14.Group influence</li> <li>15.Opinion leadership</li> <li>16.Household decision making</li> <li>17.Final-term test</li> </ol>

Prerequisite
principle of marketing