

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	0971 / BAM4027
Dept.	企業管理學系	School System / Class	大學日間部3年2班
Lecturer	鄭焜中	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)4 / B302 (四)12 / B302	Language	Chinese

Introduction

To understand consumer behavior.

Outline

Consumer perception

Consumer decision

Culture and consumer behavior

Prerequisite

Marketing Management