

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	1693 / IBM3025
Dept.	國際企業管理學系	School System / Class	大學日間部4年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(一)N / B503 (四)89 / B504	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"> 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