

99-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 消費者行為 | Serial No. / ID | 1697 / IBM3025 |
| Dept. | 國際企業管理學系 | School System / Class | 大學日間部4年2班 |
| Lecturer | 封德台 | Full or Part-time | 兼任 |
| Required / Credit | Required / 3 | Graduate Class | Yes |
| Time / Place | (二)4 / B409 (三)34 / B409 | Language | Chinese |

| Introduction |
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| 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 |
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| 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 |