

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	消費者行為	Serial No. / ID	2768 / IBB1029
Dept.	國際企業管理學系	School System / Class	進修學士班2年1班
Lecturer	田孟龍	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)ABC / B303	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