

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	消費者行為		學年/學期 Academic Year/Semester		113/2
課程名稱(英文) Course Name in English	Consumer Behavior				
科目代碼 Course Code	IB__21100	系級 Department & Year	學三	開課單位 Course-Offering Department	國際企業學系
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/周慧君				
先修課程 Prerequisite					
課程描述 Course Description					
This course is an introduction to the world of consumer behavior. The study of consumer behavior is about understanding what leads to individual purchase decisions that are important to business profitability. To understand individual purchases, we must understand basic psychological processes (such as memory, habit, identity, preference, and intuition). The discipline borrows from several social sciences, including psychology, sociology, and anthropology, to explain behavior in the marketplace. In this course, you will explore how these basic psychological processes influence consumption behavior, how consumption changes during one’ s life cycle, and how powerful cultural and subcultural influences are on consumers. This course will examine all of these concepts, drawing on academic research and industry practice. You will be encouraged to apply the course concepts to our discussions and case analyses that are of particular interest to you. These applications will be developed through participation (both online and in class) as well as through assignments. The course will have four modules: 1) foundations of consumer behavior, 2) internal influences on consumer behavior, 3) choosing and using products, and 4) consuming in their social and cultural settings. I hope this course can be fun - like a great dinner party conversation that lasts for 18 full weeks. Because we’ re studying human behavior, we should all have a lot to contribute, both from our own experiences, as well as from the content of the materials we’ ll be reading each week. We’ ll start from scratch - teach you the basics of reading an educational book, give you the tools to become a discerning reader of social science research, and hopefully give you a whole new perspective for thinking about the wild ways we civilized humans behave.					
課程目標 Course Objectives					
1.To provide a basic understanding of the psychological, sociological, and economic processes influencing consumer choices. 2.To examine implications of these factors for marketing. 3.To examine implications of these factors for consumer and societal well being. 4.To cultivate the capabilities of analyzing, summarizing, and integrating complex issues.					
系專業能力 Basic Learning Outcomes					課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.’ s Education Objectives
A	具備國際企業管理之知識與能力。Students will have basic knowledge of international business.				●
B	具備邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems with logical thinking.				●

C	具備溝通協調與團隊合作之能力。Students will be able to demonstrate effective communication, coordination and teamwork skills.	
D	具備國際觀及外語溝通之能力。Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	○
E	具備創新、創業之思維與能力To build a the concept and ability for innovation and entrepreneurshi	●
F	具備服務設計與產業分析之能力。Students will be able to demonstrate the basic abilities for service design and industry analysis.	○
G	具備國際企業倫理之素養。Students will be able to identify and understand the importance of ethical decision making for international business.	○

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1		
2		
3		
4		
5		
6		
7		
8		
9	期中考試週 Midterm Exam	
10		
11		
12		
13		
14		
15		
16		
17		
18	期末考試週 Final Exam	

教學策略 Teaching Strategies

- ☐ 課堂講授 Lecture ☐ 分組討論 Group Discussion ☐ 參觀實習 Field Trip
- ☐ 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- ☐ 問題導向學習 (PBL) ☐ 團體合作學習 (TBL) ☐ 解決導向學習 (SBL)
- ☐ 翻轉教室 Flipped Classroom ☐ 磨課師 Moocs

社會責任 (Social Responsibility)

- ☐ 在地實踐 Community Practice ☐ 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- ☐ 跨界教學 Transdisciplinary Teaching ☐ 跨院系教學 Inter-collegiate Teaching
- ☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績(含出缺席) General Performance (Attendance Record)									
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									
評量方式補充說明 Grading & Assessments Supplemental instructions									
教科書與參考書目(書名、作者、書局、代理商、說明) Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)									
課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址) Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)									
其他補充說明 (Supplemental instructions)									