

國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	消費者心理與行為			學年/學期 Academic Year/Semester	114/1
課程名稱(英文) Course Name in English	Consumer Psychology and Behavior				
科目代碼 Course Code	IB_52630	系級 Department & Year	碩士	開課單位 Course-Offering Department	國際企業學系
修別 Type	選修 Elective	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					
Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management seeks to meet organizational objectives by effectively satisfying customers in a dynamic environment. This course provides an overview of marketing processes and marketing principles, and provides students with the opportunity to apply the key concepts to practical business situations. Specifically, the course goals are: 1. To define the strategic role of marketing in the firm. 2. To introduce students to the key elements of marketing analysis. 3. To provide a sound conceptual and theoretical “tool kit” for analyzing marketing problems. 4. To advance your understanding of the marketing process as a framework of looking at the world.					
課程目標 Course Objectives					
本課程藉由理論的介紹和個案的討論，讓同學了解消費者行為的重要性和實用性，主要的課程內容涵蓋了消費者行為定義、心理學、決策過程、消費者文化和消費者利益等相關議題等。					
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進階知識與能力。Students will have advanced knowledge of international business.				○
B	具備多元邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems using logical and critical thinking.				●
C	具備領導、溝通協調與團隊合作之能力。Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.				○
D	具備國際視野以及外語溝通的能力。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 entrepreneurship				●
F	具備服務設計與產業分析之能力。Students will be able to demonstrate the advanced 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	Outline of the Course	
2	Introduction	
3	_Creating customer value and engagement	
4	Company and marketing strategy	
5	Managing marketing information	
6	Understanding consumer and business buyer behavior	
7	Customer value-driven marking strategy	
8	Product, services, and brands	
9	期中考試週 Midterm Exam	
10	Developing new products	
11	Pricing	
12	Marketing channels	
13	Engaging consumers and communication customer value	
14	Direct, online, social media, and mobile marketing	
15	“Marketing Winner” Competition	
16	Sustainable marketing	
17	New Year Holiday	
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)	10%		✓						
期中考成績 Midterm Exam	20%		✓						
期末考成績 Final Exam	10%				✓				
作業成績 Homework and/or Assignments	30%	✓							
其他 Miscellaneous (_____)	30%				✓				
評量方式補充說明 Grading & Assessments Supplemental instructions Based on your performance of Marketing Winner competition, you need to propose an improved plan for your company. You should base your arguments on either concepts we learned or a real case you can find in the business world. This final term paper is intended to extend your understanding of some concepts learned in class. You will form a team of up to six people with other members of our class. Your team will develop a write-up (maximum 20 pages). Please always base your arguments on hard evidence, quantitative data, or conceptual theory. The goal is to train your analytical ability and enrich your understanding about marketing management in the real world. A focus on improvement of your 4P decisions should be emphasized. This paper should be written in either Chinese or English, though English is preferred. You are expected to turn in your written paper is Jan 14, 2018. No late turn-in is acceptable. While everyone in the team receives the same grade, we have a mechanism to deal with group process issues that will punish free riders, and groups with concerns to this effect should contact me as soon as you become aware of the issues. We expect that students will abide by the University's policy of academic integrity at all times. This applies to exam-related issues as well as plagiarism on graded assignments. Please contact me if you have any questions about expectations.									
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.) 1. Gary Armstrong, Kotler Philip, Marc Oliver Opresnik, 2017, Marketing: An Introduction (17th edition), Global Edition, Pearson International. 2. Cases and other reading materials.									
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.) Dong Hwa e-Learning website									

其他補充說明 (Supplemental instructions)

國際商管認證說明:學院使命、教育目標、學習指標

在AACSB國際商管認證的諸多環節中,學習成效確保(Assurance of Learning, AOL)可謂其重中之重的一部分。AOL可概述為設計或檢討出一套有效的學習成效評價體系,透過全院師生的共同努力,試圖將學生的教育成效提升至與學院的教育使命(Mission)和各學制與系所的教學目標(Learning Goals)和目的(Learning Objectives)一致。其中,學院的教育使命與各學制與系所的教學目標和目的環環相扣、緊密連結,並以精心選出的種子課程評測同學的學習成效是否達到所對應的目標與目的。

以下為國立東華大學之學院使命以及本課程所對應之學習目標與目的

AACSB information: College Mission, Learning Goals, and Learning Objectives College Mission

The College of Management (COM) emphasizes internationalization, education, and localization, which shapes its mission to cultivate outstanding management and academic talents who are aware of the impact of globalization and ethical issues and can integrate a diversity of knowledge and possess the analytical decision-making and execution abilities to build a brighter future. Students can achieve the five learning goals derived from the school mission, including LG1-integration of a diversity of business and management knowledge, LG2-analytical decision-making ability, LG3-execution, LG4-global vision, and LG5-ethics.

This course covers essential topics of research methods in the field of international business to help graduate students achieve LG3, which is measured by the LO 3.1 and LO 3.2.

Learning Goal (LG3): Execution

Learning Objectives (LOs):

Equipped with the ability of communication

Be able to implement projects by team-working

Measurement: The evaluation of the learning effectiveness of the course includes two parts. The individual report and mid-term are mainly for LO 3.1, and the simulation of Marketing Winner The following rubrics will be used to evaluate the students by the individual paper commentary is for the intended learning objectives of 3.2.

For LO 3.1 Equipped with the ability of communication 具有溝通能力

Needs Improvement

Fail to establish the ability to make arguments on specific topic with thoughts/ideas repeated.

Satisfactory

Establish the ability to make arguments on specific topic with thoughts/ideas listed.

Exemplary

Establish the ability to make clear arguments on specific topic with thoughts/ideas developed or extended.

For LO 3.2 Be able to implement projects by team-working 具有共同執行專案的能力

Needs Improvement

Implement and complete the project without quality teamwork, including poor information sharing, ineffective communication, less prepared in advance of meetings and not participating in discussion.

Satisfactory

Collaboratively implement and complete the project with moderate teamwork, including some information sharing, some communication, prepared in advance of meetings and participates in discussion.

Exemplary

Collaboratively implement and complete the project with outstanding teamwork, including adequate information sharing, effective communication, well prepared in advance of meetings and actively participates in discussion.