1. This mission of the College is to serve business and society in the global economy through developing professionally qualified and socially responsible business leaders as well as through advancing the frontiers of knowledge in business management.

2. The strategic objective of Department of Industrial and Information Management-Graduate Program / Institute of Information Management is to Cultivate industrial and information management professionals who possess TIP (Technological knowledge, Innovative foundation, and Perceptive learning).

General Program Learning Goals (goals covered by this course are indicated):

- 1. Graduate students should be able to appreciate business research and to present research findings/results effectively in speaking and in writing.
- 2. Graduate students should be to integrate different functional areas in solving business problems.
- 3. Graduate students should be able to analyze business situations and to recommend innovative resolutions.
- 4. Graduate students should be able to demonstrate leadership skills of a business manager.
- 5. Graduate students should be able to coordinate actions and solve problems jointly with other members of a professional team.

Instructor:
Shih-Yu Cheng
53128
chen0520@mail.ncku.edu.tw

Prerequisite:
None

Course Description:
This course will focus on the theories and models of consumer behavior, factors influencing consumer behavior, and the application of the consumer behavior theories and models in the marketing area.

Course Objectives:
Upon completing this course, students will be able to:
1. Identify specific theories and models of consumer behavior;
2. Analyze relevant cases based on the consumer behavior theories;
3. Identify an issue in the field of consumer behavior, provide appropriate solution, and present it individually in class;
4. Conduct a research as a team with the regard of consumer behavior and present the results of research in class.

Course Content:
Introduction to Consumer Behavior
Ch. 1 (Blackwell et al.) & Ch. 1 (Lin) – 1st week
Ch. 2 (Blackwell et al.) & Ch. 1 (Lin) – 2nd week
Consumer Decision Making
Ch. 3 (Blackwell et al.) & Ch. 5 (Lin) – 3rd week
Ch. 4 (Blackwell et al.) & Ch. 2 ~ 4 (Lin) – 4th week
Ch. 5 (Blackwell et al.) & Ch. 2 ~ 4 (Lin) – 5th week
Ch. 6 (Blackwell et al.) & Ch. 2 ~ 4 (Lin) – 6th week

Individual Presentation – 7th ~ 9th week

Individual Determinants of Consumer Behavior
Ch. 7 (Blackwell et al.) & Ch. 6 (Lin) – 10th week
Ch. 8 (Blackwell et al.) & Ch. 7 (Lin) – 11th week

Environmental Influences on Consumer Behavior
Ch. 9 (Blackwell et al.) & Ch. 8, 10 ~ 11 (Lin) – 12th week
Ch. 10 (Blackwell et al.) & Ch. 9, 12 (Lin) – 13th week

Influencing Consumer Behavior
Ch. 11 (Blackwell et al.) & Ch. 13 ~ 14 (Lin) – 14th week
Ch. 12 ~ 13 (Blackwell et al.) & Ch. 13 ~ 14 (Lin) – 15th week

Group Presentation – 16th ~ 18th week

Textbooks:
2. 消費者行為 三版, 林建煌著, 2010, 華泰文化出版

References:
1. Journal of Consumer Research
2. International Journal of Service Industry Management
3. Journal of Service Research
4. Journal of the Academy of Marketing Science
5. International Journal of Research in Marketing
6. Journal of Marketing
7. Journal of Marketing Research
8. Journal of International Marketing

Grading Policy:

<table>
<thead>
<tr>
<th></th>
<th>Participation &amp; Contribution (20%)</th>
<th>Presentations (45%)</th>
<th>Research Paper (35%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMU</td>
<td>☑ Speaking</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☑ Writing</td>
<td></td>
<td>50%</td>
</tr>
<tr>
<td>CPSI</td>
<td>☑ Interdiscip. Competence/ Prob. Solving</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>☑ Critical Thinking/ Innovation</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>LEAD</td>
<td>☑ Leadership</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>☑ Ethical Reasoning</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>GLOB</td>
<td>☑ Global Vision</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>VSP</td>
<td>☑ Teamwork</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>