A. Instructor: Professor Lien-Ti, Bei  
Office: Research: Room 261230, 12th Fl., Commerce Bldg  
E-mail: lienti@nccu.edu.tw  
Phone/Fax: Office: 2939-3091 ext.81230 (Phone), 2939-8005 (Fax)  
Class Hours: 2:10p.m. - 5:00 p.m., Thursday  
Office Hours: An appointment is required  

B. Books  
2. Recommended Books:  
   - Schwartz, Barry (2004). The Paradox of Choice (只想買條牛仔褲), 劉世南譯，天下雜誌股份有限公司出版  
   - 廣告的心理原理，楊中芳，遠流出版  
   - 生活型態白皮書—2000年台灣消費習慣調查報告，別蓮蒂主筆，E-ICP研究中心策畫，商周出版  
   - 活用消費者保護法，理律法律事務所，天下文化出版  

C. Course Objectives  
Consumer behavior is the core part of marketing activities, which combines concepts from marketing, psychology, sociology, and economics. Consumers are the targets of all marketing activities. A successful marketer should be able to divide a market into appropriate segments based on different consumer behaviors, and then design suitable marketing mixed according to consumers’ reactions. The objective of the course is to understand various consumers’ thoughts and needs, and build up the skills for investigating consumer behaviors.  
In this course, students are expected to
1. re-visit every theory and concept learned in Marketing Management through consumers’ viewpoints,
2. learn the applications of psychology, sociology, and economics theories in consumer behavior,
3. through the case study and term project, deeply understand consumers in order to establish an “outside-in” habit, and avoid an “inside-out” bias, while planning marketing strategies in the future, and
4. build up an interest of human beings and become a thoughtful person via self-examine.

D. Grading Policy

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Participation and Case discussions</td>
<td>10%</td>
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<tr>
<td>Assignment</td>
<td>30%</td>
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<tr>
<td>Final Project</td>
<td>30%</td>
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<td>Final Exam</td>
<td>30%</td>
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<td>Total</td>
<td>100%</td>
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E. Important Notes and Policies

1. There is mandatory first class attendance. Students who do not attend the first class or under official leave procedure are forbidden to take this course.
2. Students are required to check out the eLearning website before each class session for the most updated assignment and materials. Previewing class materials is extremely important for this course. This is the foundation to have a decent class discussion. In the case that too many students do not preview as required, a pop quiz will be held.
3. The grade of team member will be adjusted based on peer evaluation of each student’s contribution to the team he/she belongs.
4. Proper citation and reference list are required in all the reports.
5. No plagiarism! No cheating!
6. A Quiz of *Marketing Management* will be held to filter the suitable students of this course if there are too many students on the waiting list.
7. Due to logistic problems, auditing is not acceptable.
CLASS SCHEDULE

2/24 Introduction to Consumer Behavior and Marketing Review (Ch. 1 to Ch. 3)

3/3 Consumer Motivation and Values (Ch. 4)
  ▪ Group member confirmation

3/10 Personality (Ch. 5) & E-ICP Demonstration

3/17 Personality and Self Concept (Ch. 5)
  ▪ Discuss the personality part of E-ICP

3/24 Information Processing: Perception (Ch. 6)

3/31 Information Processing: Learning, Memory, and Product Knowledge (Ch. 7)
  ▪ Assignment I: Case Study (1) due

4/7 Attitudes and Attitude Change (Ch. 8)
  ▪ Assignment I: Case Study (2) due

4/14 Persuasive Communications (Ch. 9)
  ▪ Assignment I: Case Study (3) due

4/21 Group, Opinion Leadership, and Household Influence (Ch. 10)
  ▪ Assignment II: Observation due and discussion

4/28 Subcultures: Social Class, Generation, Lifestyle, and Others (Ch. 11 & Ch. 12)
  ▪ Assignment I: Case Study (4) due
  ▪ Observation Assignment discussion

5/5 Culture and Cross-Culture (Ch. 13)
  ▪ Assignment I: Case Study (5) due
  ▪ Discuss the lifestyle part of E-ICP
  ▪ Observation Assignment discussion (Cont’)

5/12 Diffusion of Innovations (Ch. 14)
  ▪ Final exam

5/26 Consumer Decision Making (Ch. 15)
  ▪ Final exam discussion
  ▪ Assignment III: Case of Consumer Law due

6/2 Presentation (I)

6/9 Presentation (II)
  ▪ Term project due

6/16 Consumer Protections (Ch. 16)
Assignments I: Case Study of Secondary Data (E-ICP) Analysis

Instruction:
1. Each team selects a case listed below. Each case can be chosen by two teams.
2. Based on the case question, utilize the Eastern Integrated Consumer Profile (E-ICP) to find out supporting figures and come out your decisions.
3. The purpose is to train you to read and analyze secondary data, as well as to logical thinking.
4. Present your team conclusions and turn in the written report.

Deadline: according to the class schedule
(1) 寻找深夜的消费者—-台灣麥當勞股份有限公司 (March 31st)
(2) 現場調理鮮食—-萊爾富國際股份有限公司 (April 7th)
(3) 聯合促銷活動—-皇家可口股份有限公司選擇合作對象 (April 14th)
(4) 迪士尼授權產品進入平價通路—-麗嬰房股份有限公司 (April 28th)
(5) 複合店發展品項規劃—-阿瘦皮鞋實業股份有限公司 (May 5th)

Account for 10% of the final grade

Assignments II: Observation

Instruction:
5. Individual observation with a team report.
6. The team should find a topic for this observation assignment and coordinate the scope and details of observation. The topic has to be related the interaction of consumers, such as a couple of friends, a family, parent-children, and so on.
7. The location can be in a shopping mall, supermarket, night market, or department stores.
8. The issue can be a positive interaction, conflict, and/or solution.
9. Describe the situation, outfits, conversation, expressions, and so on.

Deadline: April 21st
Account for 10% of the final grade

Assignment III: Case of Consumer Law

Instruction:
1. Group project
2. The team should identify a case regarding the Consumer Protect Law, which the team is interested and would like to introduce to the class.
3. Describe the complete case in plain language, that is, not in the law term.
4. Discuss the pros and cons for both sides, and conduct the conclusions and suggestions based on this case.

Deadline: May 26th
Account for 10% of the final grade
Term Project

I. The Objectives of the Term Project

The objective of this term project is to provide a chance to students to fully understand one consumer related issue. Meanwhile, students are expected to integrate what they have learned in Marketing Management, Statistics, Marketing Research, and/or Economics, as well as this course, into the term project.

II. Rules

1. Each group selects a topic related consumer behavior which interests the team members. Students are encouraged to discuss their term project topics with the professor and/or teach assistants before they make the final decisions.

2. The term project has to be based on consumers’ opinions. It means that first-hand data from consumers are required. In order words, interviewing a brand manager for his/her opinions about consumer preferences does not represent consumers’ true preferences.

3. There are three parts of reports for this term project:
   - E-ICP application: After selecting a study issue, teams should use a consumer data base, the Eastern Integrated Consumer Profile (E-ICP), to explore the practicability and reasonability of this topic.
   - Presentation: Each team has to prepare a 20 minute oral presentation (10%) on June 2nd or 9th.
   - Final Report: The complete final written report (20%) is due on June 9th, 2011.
### 期初學習成效檢核表

**ASSURANCE OF LEARNING CHECK LIST (Before the Semester)**

- 期初設計課程版本 Before the Semester Begins

<table>
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<tr>
<th>本課程與商學院願景的關連性</th>
<th>Adherence to Mission</th>
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<tr>
<td>☑ Globalization 訓練國際化的能力</td>
<td>☑ Technology 訓練科技與應用的能力</td>
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<tr>
<td>☑ Innovation 訓練創新的能力</td>
<td>☑ Humanity 訓練人文素養</td>
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<thead>
<tr>
<th>本課程與本系所學程學習目標的關連性</th>
<th>Adherence to Program Learning Goals</th>
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<tbody>
<tr>
<td>☑ 1. To educate students with professional management and leadership skills required by the industry.</td>
<td>☑ 5. To foster positive ethical concept and moral integrity.</td>
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<td>☑ 2. To build up global perspective by enhancing students’ foreign language abilities.</td>
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<td>☑ 3. To cultivate communication and coordination skills with theoretical practice.</td>
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<td>☑ 4. To train students for independent problem-solving and decision-making skills.</td>
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<tr>
<th>本課程所運用到的教學方法</th>
<th>Pedagogical Methodologies</th>
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<td>☑ Project</td>
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<th>本課程教授的核心能力</th>
<th>Student Skills, Knowledge and Attitude Enhancement</th>
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<tr>
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<td>☑ Analytics</td>
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