消費者行為 (博)

February 3, 2011

上課時間： 星期一下午 2:10-5:00
上課地點： 商館 #260709
研究室： 商學院大樓 261230室，分機 81230
E-MAIL： lienti@nccu.ecu.tw
課程主旨： 消費者行為理論與研究方法探討
評分標準： 上課參與及討論 30% (每位同學均需詳讀每一篇)
(期末)考試 30%
期末報告 40%

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• 代表消費者行為相關理論與概念
• 代表實驗設計與研究方法

2/21  Introduction and Experimental Design
• Please review reliability and validity first.

3/7 公務出國，停課一次

3/14 Theories of Attitude and the Role of Marketing Theory

3/21 Assimilation-Contrast Effects
3/28 Prospect Theory and Mental Accounting

4/11 Similarity

4/18 Longitudinal Experimental Design

4/25 Moderators and Mediators

5/2 Heuristic/Systematic Model (HSM)

5/9 Elaboration Likelihood Model (ELM)
routes to advertising effectiveness: The moderating role of involvement. Journal of Consumer Research, 10(September), 135-146.


5/16 Regulatory Goals


5/23 Range Theory


- Students are required to turn in their research motivation, objectives, literature review, and hypotheses by 12/9 noon. Also, pass the assignment to other students a day before the discussion. So, everyone has two days to read others’ research proposals.

5/30 Involvement


6/13 Product Knowledge


6/20 Accessibility-Diagnosticity in Brand Extension


6/27  Consumer Perception


7/4  Term Project Due (Final Exam)
### ASSURANCE OF LEARNING CHECK LIST

- Before the Semester Begins
- After the Semester Ends

Please select the appropriate options for each category.

### Adherence to Mission

- Globalization: 
- Innovation: 
- Technology: 
- Humanity: 

### Adherence to Program Learning Goals

**Ph.D. Program**

1. To familiarize with the most advanced business and management knowledge.
2. To develop and foster innovative approaches to conducting research.
3. To advance and expand management theory and knowledge.
4. To hone instruction skills in teaching in MBA and EMBA courses.

### Pedagogical Methodologies

- Lecture
- Study Group
- Case Study
- Project
- Role-Playing
- Others: ____________________________
- e-Learning
- Seminar
- Internship
- Independent Learning
- Theater Learning
- Others: ____________________________

### Student Skills, Knowledge and Attitude Enhancement

- Theory
- Analytics
- Descriptive
- Technical
- Decision-making
- Research Ability
- Action Planning
- Listening
- Persuading
- Teamwork
- World-view
- Logical Thinking