

開南大學 96 年度第 2 學期 空運管理 學系、所、中心科目教學計劃表

課程編號	1 0 7 0 4 7 3 0 0	<input type="checkbox"/> 必修 <input checked="" type="checkbox"/> 選修	授課教師： 彭效武 老師
班次	1		老師 e-mail：swperng@mail.knu.edu.tw
開課系所：	空運管理學系		老師分機：6230
年級班別：	4 年 B 班		
課程名稱(中文)		學分數	課程名稱(英文)
機場消費者行為專論		3	Consumer behavior at airports
教學目標與內容	Provides the background and tools for a strong and comprehensive understanding of the airport consumer behavior principles examined throughout the rest of the book. Discusses the consumer as an individual. Concerns with the social and cultural dimensions of consumer behavior. Explores various aspects of consumer decision making.		
實施方法	<input checked="" type="checkbox"/> 講解法 <input type="checkbox"/> 實作法 <input type="checkbox"/> 討論法 <input type="checkbox"/> 演習法 <input checked="" type="checkbox"/> 問答法 <input type="checkbox"/> 其他_____		
評量方式	期中測驗 35% 期末測驗 35% 平時成績 30% 其他_____ 成績□□%		
授課使用及參考書籍	(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。 消費者行為 (Consumer Behavior: buying, having, and being. (6/e), M. R. Solomon, by Pearson.) 張重昭審訂 全華圖書		

科目簡介(含課程大綱及教學進度)：

1. Consumers Rule 消費者行為導論
2. Sensation and Perception 知覺
3. Learning and Memory 學習與記憶
4. Motivation and Values 動機和價值觀
5. The Self 自我
6. Personality and Lifestyles 人格與生活型態
7. Attitudes 態度評價
8. Attitude Change and Interactive Communications 態度改變和互動溝通
9. Individual Decision Making 個體決策
10. Buying and Disposing 購買與汰舊
11. Group Influence and Opinion Leadership 團體影響與意見領袖
12. Organizational and Household Decision Making 組織與家庭決策制定
13. Income and Social Class 收入與社會階級
14. Ethnic, Racial, and Religious Subcultures 民族、種族和宗教次文化群體
15. Age Subcultures 年齡次文化群體
16. Cultural Influences on Consumer Behavior 文化對消費者行為的影響

說明：

1. 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。
2. 本表於 91.4.23 第四次校課程委員會討論通過。

課程委員會召集人：

空運系 主任 尹相隆

授課教師：彭效武



Kainan University
Department of Air Transportation
Spring Semester 2008 Year Course Syllabus

Course Code No.	Course Title	Instructor	Subject	Level of Course
107047300	Chinese: 機場消費者行為專論	Shiaw-wuu perng	<input type="checkbox"/> required <input checked="" type="checkbox"/> elective	Year: 2008 Class (B):
	English: Consumer behavior at airports	e-mail/phone ext: swperng@mail.knu.edu.tw/6230	Credits: 3	
Teaching Goals and Content	Provides the background and tools for a strong and comprehensive understanding of the airport consumer behavior principles examined throughout the rest of the book. Discusses the consumer as an individual. Concerns with the social and cultural dimensions of consumer behavior. Explores various aspects of consumer decision making.			
Teaching Methods	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> practical training <input type="checkbox"/> discussion <input checked="" type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)			
Grading and Evaluation Criteria	midterm 35% final 35% class participation 30% other _____% (details _____)			
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered) 消費者行為 (Consumer Behavior: buying, having, and being. (6/e), M. R. Solomon, by Pearson.) 張重昭審訂 全華圖書			
Course Description (including outline and course schedule):				
1. Consumers Rule 2. Sensation and Perception 3. Learning and Memory 4. Motivation and Values 5. The Self 6. Personality and Lifestyles 7. Attitudes 8. Attitude Change and Interactive Communications 9. Individual Decision Making 10. Buying and Disposing 11. Group Influence and Opinion Leadership 12. Organizational and Household Decision Making 13. Income and Social Class 14. Ethnic, Racial, and Religious Subcultures 15. Age Subcultures 16. Cultural Influences on Consumer Behavior				
Instructions: Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.				

空運系 尹相隆
主任

signature of the convener of the curriculum committee

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signature of the teacher

