

99 學年第 2 學期 客家與說服傳播 Hakka and Persuasive Communication 課程綱要

課程名稱：（中文）客家與說服傳播		開課單位	傳科系			
（英文）Hakka and Persuasive Communication		永久課號	DCT2035			
授課教師：林慧斐						
學分數	3	必/選修	選修	開課年級	2	
先修科目或先備能力：						
課程概述與目標：						
<p>his course introduces concepts, theories, and principles of consumer behavior and explores the strategic applications of consumer behavior from Hakka persuasivel. The topic of this course will include consumer motivation, perception, attitude, consumer decision making, cross-cultural consumer behavior, and etc. Current domestic (including Hakka) and international cases will be utilized as examples to demonstrate the concepts of consumer behavior. Students are expected to participate and contribute to discussions, keep up with current issues related to marketing campaign in regards to consumer behavior, take the midterm exam, complete one team presentation as well as one group final project. Course Objectives The course objectives are to help students from Hakka perspective to: (1) Explore the basic theories and concepts of consumer behavior. (2) Understand external influences (e.g., demographics, culture, reference groups, and etc.) on consumer behavior. (3) Understand internal influences (e.g., motivation, memory, attitudes, and etc.) on consumer behavior. (4) Gain an understanding of the consumer decision process and how it related to consumer behavior. (5) Learn how to utilize consumer behavior concepts to construct persuasive campaigns.</p>						
教科書（請註明書名、作者、出版社、出版年等資訊）		Shiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). Consumer Behavior (10th Ed.). NJ: Prentice-Hall.				
課程大綱		分配時數				備註
單元主題	內容綱要	講授	示範	習作	其他	
基本素質與核心能力：（學生修習完本課程之後，可以具備之基本素養與核心能力）						
校級基本素養與核心能力：						
* 品德教育						
* 人文及在地關懷						

- * 專業知能
 - * 發現及解決問題的能力
- 客家學院學生基本素養與核心能力：
- * 品德涵養
 - * 族群與在地關懷
 - * 專業知能
 - * 發現及解決問題的能力

教學要點概述：

1. 學期作業、考試、評量

Team presentation 25% In-class group discussion 10% Midterm examination 25% Final group project 30% Attendance/individual participation 10%

2. 教學方法及教學相關配合事項(如助教、網站或圖書及資料庫等)

師生晤談	排定時間	地點	連絡方式

每週進度表

週次	上課日期	課程進度、內容、主題
1	2/22	class objectives class outline and assignments team assignment process
2	3/1	Consumer Behavior: customer value, satisfaction, trust, and retention mobile consumer
3	3/8	Market Segmentation and Strategic Targeting criteria for effective targeting implementing segmentation strategies
4	3/15	Consumer Motivation Motivation as a psychological force Types and systems of needs
5	3/22	Personality and Consumer Behavior Theories of Personality Brand Personality Haka Personality
6	3/29	民族掃墓節
7	4/7	Consumer Perception Sensory Dynamics of Perception Elements of Perception
8	4/12	Consumer Learning Information processing Cognitive learning

9	4/19	Midterm Examination
10	4/26	Consumer Attitude Formation and Change Structural Models of Attitudes Attitude Formation
11	5/3	Communication and Consumer Behavior The Receivers as the Target Audience Designing Persuasive Message
12	5/10	Consumers and the Diffusion of Innovations The diffusion process The adoption process A profile of the Consumer Innovator
13	5/17	Consumers Decision Making and Beyond Levels of consumer decision making A model of consumer decision making
14	5/24	Cross-Cultural Consumer Behavior Cross cultural consumer analysis Cross cultural psychographic segmentation
15	5/31	Guest Speaker
16	6/7	Group Project Meetings
17	6/14	Project Presentations I
18	6/21	Project Presentations II

※ 請同學遵守智慧財產權觀念及勿使用不法影印教科書。

備註：

1. 其他欄包含參訪、專題演講等活動。
2. 請同學遵守智慧財產權觀念及勿使用不法影印教科書。

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