

家長選擇藝術才能班行為之研究-以國小舞蹈班為例

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摘要

To improve the glide of enrolling the new student in dance class, that' s the purpose why we do this research. The result shows that householder pay attention to children' s study interest, potential and self-confident in dancing. The important source of information are tutoring center and public performance. In addition, public praise and interent search are also important for reference. The expreience in teaching is similarly affect householder' s decision. What' s the marketing chanel we should choose? Firstly, we should corporate with the tutoring center, the student who join tutoring center is our potential group. By the way, public performance is also a good chance to attract new student. Once the householder interest in dance class, they can also search the information they want in the website. It' s good to affect their decision after they know what' s the dance class more.

關鍵字 : dance class, decision-making process, behavior research