COURSE DETAIL

CONSUMER BEHAVIOR
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 106
UCEAP Course Suffix
UCEAP Official Title CONSUMER BEHAVIOR
UCEAP Transcript Title CONSUMER BEHAVIOR
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course studies the consumer decision-making process and the resulting implications for marketing strategy, focusing on such psychological factors as consumer motivation, personality, self-concept, perception, learning, and attitude. It also studies social influences on buying behaviors such as family, group, and culture. Through marketing applications and case analyses, students learn to apply their understanding of consumer behavior by developing and evaluating marketing strategies and tactics to influence consumers. Text: Wayne Hoyer and Deborah MacInnis, CONSUMER BEHAVIOR. Assessment: class participation (15%), case study (15%), midterm quiz (15%), group project report (20%), group project presentation (10%), final exam (40%).

Language(s) of Instruction
English

Host Institution Course Number
MKTG3501

Host Institution Course Title
CONSUMER BEHAVIOR

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2022-2023

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