

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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