

COURSE DETAIL

CONSUMER TRENDS ANALYSIS

Country

Korea, South

Host Institution

Korea University

Program(s)

Korea University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Psychology

UCEAP Course Number

111

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER TRENDS ANALYSIS

UCEAP Transcript Title

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UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This is a capstone course in consumer and advertising psychology. Through the course students analyze consumer behavior and trends and solve marketing communication problems. It's a strategic communication, campaign planning, management, and execution course that approximates an agency-client work situation.

Language(s) of Instruction

English

Host Institution Course Number

PSYC472

Host Institution Course Title

CONSUMER TRENDS ANALYSIS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Psychology

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