

# 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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