

COURSE DETAIL

CONSUMER BEHAVIOR

Country

Australia

Host Institution

University of Sydney

Program(s)

University of Sydney

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

133

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER BEHAVIOR

UCEAP Transcript Title

CONSUMER BEHAVIOR

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines the psychological, social, and cultural aspects of consumer behavior on the marketing decisions of public and private organizations. Concepts and principles are drawn from disciplines such as cognitive psychology, social psychology, sociology, anthropology, and demography to discover and understand various aspects of consumer behavior. Specific topics of study include: cultural, demographic and psychographic influences; reference group influences; household decision processes and consumption behavior; consumer perception and learning; motivation, personality and emotion; consumer attitudes; and purchase decision processes.

Language(s) of Instruction

English

Host Institution Course Number

MKTG2112

Host Institution Course Title

CONSUMER BEHAVIOR

Host Institution Campus

sydney

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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