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 BEHAVIOUR

Host Institution Course Details
https://sydney.edu.au/courses/units-of-study/2019/mktg/mktg2112.html

Host Institution Campus
sydney

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2024-2025

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