

# 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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