COURSE DETAIL

CONSUMER BEHAVIOR
Country United Kingdom - England
Host Institution Brunel University London
Program(s) English Universities
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 119
UCEAP Course Suffix
UCEAP Official Title CONSUMER BEHAVIOR
UCEAP Transcript Title CONSUMER BEHAVIOR
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description
In this course, students review key consumer behavior theory. They identify the main literatures and concepts of consumer behavior, examine some of the topical areas of research in consumer behavior, explore key applications of consumer behavior theory in marketing practice, and consider the interdisciplinary influences on consumer behavior theory and the role and influence of culture upon consumer behavior.

Language(s) of Instruction
English

Host Institution Course Number
MG2096

Host Institution Course Title
CONSUMER BEHAVIOUR

Host Institution Course Details

Host Institution Campus
Brunel University London

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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