

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 Campus

Brunel University London

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Marketing

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