

COURSE DETAIL

CONSUMER AND ADVERTISING PSYCHOLOGY

Country

Korea, South

Host Institution

Korea University

Program(s)

Korea University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Psychology

UCEAP Course Number

112

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER AND ADVERTISING PSYCHOLOGY

UCEAP Transcript Title

ADVERTISING PSYCH

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course is designed to help students understand the psychology of persuasion and consumer behavior as they relate to marketing communications. It provides an overview of the key psychological concepts and theories and how those apply to consumer behavior and advertising persuasion.

Language(s) of Instruction

English

Host Institution Course Number

PSYC353

Host Institution Course Title

CONSUMER AND ADVERTISING PSYCHOLOGY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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