

## 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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