

# COURSE DETAIL

## CONSUMER BEHAVIOR

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

111

**UCEAP Course Suffix****UCEAP Official Title**

CONSUMER BEHAVIOR

**UCEAP Transcript Title**

CONSUMER BEHAVIOR

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course examines the full range of consumer behavior in the context of the incredibly dynamic environment in which we live. The contents can be divided into four parts: background and tools for a strong and comprehensive understanding of the consumer behavior principles that follow; consumer as an individual; social and cultural dimensions of consumer behavior; and various aspects of consumer decision making. Text: Leon G. Schiffman and Leslie Lazar Kanuk, CONSUMER BEHAVIOR; and several cases, articles, and references. Assessment: in-class participation, group project, final exam.

### Language(s) of Instruction

English

### Host Institution Course Number

MANA130055.01

### Host Institution Course Title

CONSUMER BEHAVIOR

### Host Institution Campus

Fudan University

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Management

[Print](#)