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 Course Details

Host Institution Campus
Fudan University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2022-2023

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