

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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