

COURSE DETAIL

MARKETING AND CONSUMERS

Country

United Kingdom - England

Host Institution

University of Manchester

Program(s)

University of Manchester

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

142

UCEAP Course Suffix**UCEAP Official Title**

MARKETING AND CONSUMERS

UCEAP Transcript Title

MARKETING&CONSUMERS

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

The course introduces the following topics: marketing and consumer behavior; market definitions and scope in leisure and tourism; cultural influences on tourist consumer behavior; international consumers: cultural convergence and differences; and factors influencing tourism and leisure demand at the individual level such as consumer psychology, perception, learning and memory, motivation, personality and self-concept, lifestyles, and group influence and opinion leadership; consumer behavior, the internet and social media; consumer behavior tourist typologies, and tourist destinations; tourist expectation formation; market segmentation in travel, tourism and leisure; and consumers and marketing planning.

Language(s) of Instruction

English

Host Institution Course Number

EDUC11282

Host Institution Course Title

MARKETING AND CONSUMERS

Host Institution Campus

University of Manchester

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Leisure

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