

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 Course Details

<http://courseunits.humanities.manchester.ac.uk/Undergraduate/EDUC11282/Display>

Host Institution Campus

University of Manchester

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Leisure

Course Last Reviewed

2019-2020

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