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
Mangement and Leisure

Course Last Reviewed
2019-2020

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