

COURSE DETAIL

CONSUMER PSYCHOLOGY AND CONSUMER BEHAVIOR

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

157

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER PSYCHOLOGY AND CONSUMER BEHAVIOR

UCEAP Transcript Title

CONSUMER BEHAVIOR

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course is research-based. The course covers main theories of consumer psychology and behavior; case studies; practice and analysis of theories; and changes in consumer behavior in the context of the internet.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130057

Host Institution Course Title

CONSUMER PSYCHOLOGY AND CONSUMER BEHAVIOR

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Journalism

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