

## 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 Course Details

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Journalism

## Course Last Reviewed

2020-2021

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