

COURSE DETAIL

CONSUMER BEHAVIOR

Country

Australia

Host Institution

University of Melbourne

Program(s)

University of Melbourne

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

127

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER BEHAVIOR

UCEAP Transcript Title

CONSUMER BEHAVIOR

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines theories derived from other disciplines such as psychology and sociology, and guides thinking like marketing managers when applying this knowledge to solve marketing problems. Through case studies spanning diverse product categories, as well as a real-life marketing project developed with Proctor & Gamble, the course provides opportunities to learn and apply consumer behavior theories and concepts. Topics include an introduction and application of buyer behavior concepts; marketing decision making; consumer behavior models; the identification of psychological variables which influence customer decision making; external factors affecting consumer behavior; and an introduction to a variety of consumer-related market research techniques.

Language(s) of Instruction

English

Host Institution Course Number

MKTG20001

Host Institution Course Title

CONSUMER BEHAVIOR

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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