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 BEHAVIOUR

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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