COURSE DETAIL

CONSUMER AND BUYER BEHAVIOR
Country Ireland
Host Institution University College Dublin
Program(s) University College Dublin
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 102
UCEAP Course Suffix
UCEAP Official Title CONSUMER AND BUYER BEHAVIOR
UCEAP Transcript Title CONSUMER BEHAVIOR
UCEAP Quarter Units 4.00
UCEAP Semester Units 2.70

Course Description
Why do people buy things they don't need? Why do peers influence what people like and do? How can people be persuaded to buy a product? Consumers are the most essential stakeholder of any company, yet marketing professionals often lack the foundational understanding of consumer psychology and its crucial impact on the marketplace. In this course students discover the psychological underpinnings of consumers' decision making processes and how consumer insights can be applied to marketing practice. Interest in psychology in addition to marketing is important for students to succeed in this course.

Language(s) of Instruction
English

Host Institution Course Number
MKT30040

Host Institution Course Title
CONSUMER AND BUYER BEHAVIOUR

Host Institution Course Details

Host Institution Campus
UC Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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