

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 Campus

UC Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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