

# 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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