COURSE DETAIL

UNDERSTANDING CONSUMERS
Country Korea, South
Host Institution Korea University
Program(s) Korea University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 110
UCEAP Course Suffix
UCEAP Official Title UNDERSTANDING CONSUMERS
UCEAP Transcript Title UNDERSTNDG CONSUMRS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course examines the psychology of persuasion and consumer behavior theories as they relate to marketing communications. It provides an overview of the key psychological concepts and theories and how those apply to marketing communications.

Language(s) of Instruction
English

Host Institution Course Number
JMCO268

Host Institution Course Title
UNDERSTANDING CONSUMERS

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Media & Communication

Course Last Reviewed
2022-2023

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