

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Media & Communication

[Print](#)