COURSE DETAIL

CONSUMER BEHAVIOR: BEHAVIORAL FUNDAMENTALS FOR MARKETING AND MANAGEMENT

Country
United Kingdom - England

Host Institution
London School of Economics

Program(s)
Summer at London School of Economics

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
117

UCEAP Course Suffix
S

UCEAP Official Title
CONSUMER BEHAVIOR: BEHAVIORAL FUNDAMENTALS FOR MARKETING AND MANAGEMENT

UCEAP Transcript Title
CONSUMER BEHAVIOR

UCEAP Quarter Units
5.50

UCEAP Semester Units
3.70

Course Description

This course provides an introduction to the basic theories for understanding consumer behavior. Unlike in traditional business management courses, students dig deeper into fundamental psychological theories that shed invaluable light on how consumers make choices. Using a variety of methods, students explore the entire consumer experience from seeking information, evaluating it, and using it to make strategic decisions. Students learn how this information can be used to form attitudes and influence behavior. Using real-world case studies, students have the tools to apply the course content to real-world business scenarios.

Language(s) of Instruction
English

Host Institution Course Number
MG103

Host Institution Course Title
CONSUMER BEHAVIOUR: BEHAVIOURAL FUNDAMENTALS FOR MARKETING AND MANAGEMENT

Host Institution Course Details
https://www.lse.ac.uk/study-at-lse/summer-schools/Summer-School/Courses/Secure/...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2025-2026

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