

# COURSE DETAIL

## PRINCIPLES OF CONSUMER STUDIES

**Country**

Netherlands

**Host Institution**

Wageningen University and Research Center

**Program(s)**

Wageningen University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

109

**UCEAP Course Suffix****UCEAP Official Title**

PRINCIPLES OF CONSUMER STUDIES

**UCEAP Transcript Title**

CONSUMER STUDIES

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course introduces the theory and practice of consumer studies. In terms of theory, the course focuses on economic, psychological, sociological, communication, and marketing theories to develop an understanding of consumers. Concepts such as information processing, attitude formation, framing, group norms, conflicts, motivations, emotions, goals, income, wealth, social practices, and culture are studied. In terms of practice, the course reviews four different approaches to consumer studies. All theories can be analyzed with at least four different approaches: marketing, communication, sociology, and economics. During a group assignment students analyze a self-chosen problem concerning a consumer situation with the four approaches to examine how and why consumers behave the way they do, and to provide an answer to the raised research problem.

### Language(s) of Instruction

English

### Host Institution Course Number

MCB20806

### Host Institution Course Title

PRINCIPLES OF CONSUMER STUDIES

### Host Institution Campus

Wageningen University

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Marketing and Consumer Behavior

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