

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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