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 Course Details
https://wur.osiris-student.nl/#/onderwijscatalogus/extern/cursus

Host Institution Campus
Wageningen University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing and Consumer Behavior

Course Last Reviewed

2023-2024

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