

COURSE DETAIL

CONSUMER BEHAVIOR

Country

Japan

Host Institution

Waseda University

Program(s)

Waseda University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

107

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER BEHAVIOR

UCEAP Transcript Title

CONSUMER BEHAVIOR

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Consumer behavior is the study of a consumer's perception, learning, emotion, attitude, purchase intent, purchase behavior, post-purchase use, and post-use disposal regarding products and services. In order to explain these various processes, this course introduces theories from the disciplines of psychology, economics, marketing, and communication studies. It also discusses how firms strategically can respond to consumer behavior in order to build stronger customer relationships and perform more successfully. Specifically, it explains theories and current trends in the field of customer relationship management, whose primary goal is to achieve high levels of customer loyalty and whose importance has increased with the growing availability of customer data and of pathways to interact with individual customers. Assessment: exam, papers, class participation, attendance.

Language(s) of Instruction

English

Host Institution Course Number

CMMM401L

Host Institution Course Title

CONSUMER BEHAVIOR

Host Institution Campus

Waseda University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Commerce

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