

# 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

INTERNATIONAL CONSUMER BEHAVIOR 1

## Host Institution Course Details

## Host Institution Campus

Waseda University

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Commerce

## Course Last Reviewed

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