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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