

COURSE DETAIL

CONSUMER BEHAVIOR

Country

United Kingdom - England

Host Institution

King's College London

Program(s)

King's College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

160

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER BEHAVIOR

UCEAP Transcript Title

CONSUMER BEHAVIOR

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Consumer behavior is an exciting, dynamic, and growing field of marketing that draws on different social science disciplines (i.e., psychology, economics, anthropology, and sociology). The field uses these perspectives to examine individual and collective consumption behaviors in various cultural, social, economic, and environmental settings. This course examines how and why consumers think, feel, and behave the way they do and what this means for marketing products, services, ideas, and experiences.

Language(s) of Instruction

English

Host Institution Course Number

5QQMB206

Host Institution Course Title

CONSUMER BEHAVIOUR

Host Institution Campus

King's College London/ Strand Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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