

# 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 Course Details

<https://www.kcl.ac.uk/abroad/module-options/consumer-behaviour-1>

### Host Institution Campus

King's College London/ Strand Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

### Course Last Reviewed

2022-2023

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