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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