

COURSE DETAIL

CONSUMER BEHAVIOR

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

133

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER BEHAVIOR

UCEAP Transcript Title

CONSUMER BEHAVIOR

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

Marketing begins and ends with the consumer, from identifying consumers' wants and needs to delivering customer satisfaction. Accordingly, this course examines a number of topics and areas that are essential for those seeking to understand and influence consumer behavior. Although theoretical concepts play an important role, the course focuses on the pragmatic implications for marketing practice, and, in particular, the formulation and implementation of marketing strategy.

Language(s) of Instruction

Chinese

Host Institution Course Number

BA3007

Host Institution Course Title

CONSUMER BEHAVIOR

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

[Print](#)