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 Course Details
https://nol.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=701%2031600&c...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2022-2023

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