COURSE DETAIL

BEHAVIORAL SCIENCE AND SOCIAL MARKETING
Country Denmark
Host Institution Copenhagen Business School
Program(s) Copenhagen Business School Summer
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 113
UCEAP Course Suffix
UCEAP Official Title BEHAVIORAL SCIENCE AND SOCIAL MARKETING
UCEAP Transcript Title BEHAVIORL SCI&MRKTG
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course provides theoretical and practical knowledge of individual behavior in the context of social marketing and behavioral science. It takes on a multidisciplinary approach drawing from psychology, consumer research, marketing science, and behavioral economics that allows a holistic understanding of how people consume and behave. Based on these theoretical frameworks, the course introduces a range of tools to foster behavioral change, such as social marketing or nudging, and examines how they are applied in practice. Applied consumer research is at the core of this course and its potential and limits in understanding and ultimately changing individual behavior are studied. The course provides an opportunity to practice formulating research questions and proposing social marketing and behavioral science solutions to address real-life social and environmental problems. It also engages critical discussion on the use of behavioral and marketing techniques by policy-makers and the private sector.

Language(s) of Instruction
English

Host Institution Course Number
BA-BHAAI1105U

Host Institution Course Title
BEHAVIOURAL SCIENCE AND SOCIAL MARKETING

Host Institution Course Details
https://kursuskatalog.cbs.dk/2022-2023/BA-BHAAI1105U.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
International Summer University Programme

Course Last Reviewed
2023-2024

Print