

# 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

BEHAVIORAL SCIENCE AND SOCIAL MARKETING

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

International Summer University Programme

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