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

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