

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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