COURSE DETAIL

GLOBAL MARKET AND CONSUMER
Country Korea, South
Host Institution Seoul National University
Program(s) Seoul National University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 121
UCEAP Course Suffix
UCEAP Official Title GLOBAL MARKET AND CONSUMER
UCEAP Transcript Title GLOBL MRKT&CONSUMER
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course studies the psychology and behavior of consumers in the context of the global market. Topics include consumer behaviors, retail environment, marketing strategies, and consumer laws and policies.

Language(s) of Instruction
English

Host Institution Course Number
M1471.000200

Host Institution Course Title
GLOBAL MARKET AND CONSUMER

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Consumer Science

Course Last Reviewed
2023-2024

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