

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Consumer Science

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