COURSE DETAIL

CONSUMER PSYCHOLOGY

Country
United Kingdom - England

Host Institution
University of London, Queen Mary

Program(s)
University of London, Queen Mary

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Psychology Business Administration

UCEAP Course Number
123

UCEAP Course Suffix
N

UCEAP Official Title
CONSUMER PSYCHOLOGY

UCEAP Transcript Title
CONSUMER PSYCHOLOGY

UCEAP Quarter Units
6.00

UCEAP Semester Units

4.00

Course Description

In this course, students gain an in-depth understanding of what makes consumers buy some products and not others, how various psychological characteristics influence our consumer behaviors, how companies can best try to meet consumers' wants and needs, among other topics. Building on a general understanding of marketing, this course develops a useful, conceptual understanding of psychological theories relevant to the study of consumer behavior.

Language(s) of Instruction
English

Host Institution Course Number
BUS318

Host Institution Course Title
CONSUMER PSYCHOLOGY

Host Institution Course Details
https://www.qmul.ac.uk/modules/

Host Institution Campus
Queen Mary

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2023-2024

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