

## COURSE DETAIL

### CONSUMER PSYCHOLOGY

**Country**

Japan

**Host Institution**

Keio University

**Program(s)**

Keio University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

147

**UCEAP Course Suffix****UCEAP Official Title**

CONSUMER PSYCHOLOGY

**UCEAP Transcript Title**

CONSUMER PSYCHOLOGY

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course introduces students to consumer psychology, an area of psychology that examines how our thoughts, beliefs, feelings, and perceptions affect how and what we purchase. Why do consumers select certain products over others? What makes one partake in impulsive purchasing? Is there any cultural difference in consumer behavior?

As society becomes global, marketers need to consider global as well as *glocal* (globally local) strategies. To succeed in globalizing markets, how consumers perceive standardized or customized products and services must be studied. In this course, students are expected to learn about consumers' needs and/or motivations as well as effective approaches to cater to these needs/motivations.

Two group presentations will be required in this course.

Note: The courses provided in Spring and Fall are identical and hence students are allowed to register only for the Spring or Fall course, not both.

### Language(s) of Instruction

English

### Host Institution Course Number

N/A

### Host Institution Course Title

CONSUMER PSYCHOLOGY

### Host Institution Campus

Keio University

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Global Passport Program

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