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 IN GLOBAL MARKET

Host Institution Course Details
https://gslbs.keio.jp/pub-syllabus/detail?ttblyr=2023&entno=79930&lang=en

Host Institution Campus
Keio University

Host Institution Faculty

Host Institution Degree
Host Institution Department Global Passport Program
Course Last Reviewed 2023-2024

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