

# COURSE DETAIL

## CONSUMER BEHAVIOR

**Country**

Ireland

**Host Institution**

Trinity College Dublin

**Program(s)**

Trinity College Dublin

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

155

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

CONSUMER BEHAVIOR

**UCEAP Transcript Title**

CONSUMER BEHAVIOR

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course draws from sociological, anthropological, and psychological theory to provide a contemporary view of consumer behavior that moves beyond predominant behaviorist approaches to the subject area. Students are introduced to research methods for studying consumer behavior, while also putting these methods into action to examine their own consuming behavior and others'. They consider the multi-sensory nature of consumption, asking themselves why sight, sound, taste, touch, and smell are so important in understanding how and why people consume.

### Language(s) of Instruction

English

### Host Institution Course Number

BUU33710

### Host Institution Course Title

CONSUMER BEHAVIOR

### Host Institution Campus

Trinity College Dublin

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

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