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 BEHAVIOUR

Host Institution Course Details
https://www.tcd.ie/business/programmes/undergraduate/module-outlines/buu33710/

Host Institution Campus
Trinity College Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2023-2024

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