

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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