COURSE DETAIL

CONSUMPTION AND CONSUMER BEHAVIOR

Country
United Kingdom - England

Host Institution
University of Bristol

Program(s)
University of Bristol

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
131

UCEAP Course Suffix
N

UCEAP Official Title
CONSUMPTION AND CONSUMER BEHAVIOR

UCEAP Transcript Title
CONSUMER BEHAVIOR

UCEAP Quarter Units
8.00

UCEAP Semester Units

5.30

Course Description

Understanding consumption and consumer behavior is an essential part of the marketing process and key to the long-term success of any organization. This course focuses on the processes through which individuals or groups acquire, use, and dispose of products, services, or experiences. This course explores a range of approaches to consumption and consumer behavior, encouraging students to critically evaluate their relative merits. Accordingly, insights are drawn from a range of disciplines including psychology and economics, science and technology studies, sociology, cultural theory, and anthropology. In addition to exploring the significance of consumer behavior for commercial organizations, the course demonstrates how consumption is positioned as both a problem for and solution to a number of contemporary social and policy challenges.

Language(s) of Instruction
English

Host Institution Course Number
EFIM20046

Host Institution Course Title
CONSUMPTION AND CONSUMER BEHAVIOUR

Host Institution Course Details
https://www.bris.ac.uk/unit-programme-catalogue/UnitDetails.jsa?ayrCode=23%2F24...

Host Institution Campus
University of Bristol

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business School

Course Last Reviewed
2023-2024

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