

# 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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