COURSE DETAIL

CONSUMER BEHAVIOR
Country Japan
Host Institution Keio University
Program(s) Keio University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 137
UCEAP Course Suffix
UCEAP Official Title CONSUMER BEHAVIOR
UCEAP Transcript Title CONSUMER BEHAVIOR
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course increases knowledge of concepts and theories in consumer behavior, and of methods for analyzing consumer behavior. The goal of this course is to understand how these concepts and approaches relate to marketing decision making. A set of important topics on consumer behavior is selected for discussion.

Language(s) of Instruction
English

Host Institution Course Number
N/A

Host Institution Course Title
CONSUMER BEHAVIOR AND MARKETING

Host Institution Course Details
https://gslbs.keio.jp/pub-syllabus/detail?ttblyr=2023&entno=36362&lang=en

Host Institution Campus
Keio University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Global Passport Program

Course Last Reviewed
2023-2024

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