

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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