

# COURSE DETAIL

## CONSUMER BEHAVIOR

**Country**

United Kingdom - England

**Host Institution**

University of Sussex

**Program(s)**

University of Sussex

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

133

**UCEAP Course Suffix**

N

**UCEAP Official Title**

CONSUMER BEHAVIOR

**UCEAP Transcript Title**

CONSUMER BEHAVIOR

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

### **Course Description**

This course explores the theories and concepts drawn from research in marketing psychology and how these shed light on consumers' motivations and behaviors. It examines fundamental processes in consumer behavior, such as decision-making, perception, learning, memory, the self, attitudes, and persuasion. It investigates the extent to which these processes are influenced by individual, situational, environmental, inter-personal, and cultural (sub-cultural) factors. Through a focus on contemporary issues in consumer behavior, and the challenges these may pose to marketing managers, students apply conceptual and theoretical ideas in marketing psychology and to analyze, evaluate, and improve, marketing strategies. Students reflect and critically evaluate their own behaviors as consumers.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

N1505

### **Host Institution Course Title**

CONSUMER BEHAVIOR

### **Host Institution Campus**

University of Sussex

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business Management

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