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 BEHAVIOUR

Host Institution Course Details
https://www.sussex.ac.uk/study/modules/undergraduate/2022/N1505-consumer-behavi...

Host Institution Campus
University of Sussex

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Management

Course Last Reviewed
2023-2024

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