

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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