

# COURSE DETAIL

## CONSUMER BEHAVIOR AND CUSTOMER ANALYSIS

**Country**

Denmark

**Host Institution**

Copenhagen Business School

**Program(s)**

Copenhagen Business School Summer

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

119

**UCEAP Course Suffix****UCEAP Official Title**

CONSUMER BEHAVIOR AND CUSTOMER ANALYSIS

**UCEAP Transcript Title**

CONSUMER BEHAVIOR

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course develops an understanding of the fundamentals of consumer behavior and the ways in which consumer behavior can be influenced. It introduces concepts and theories to provide insight into the drivers of consumer behavior, including the analysis of how consumers make decisions. Several company examples are discussed that show how insights about consumer behavior are applied and implemented in business contexts. Topics include consumer segmentation, tools to conduct consumer research, consumer decision making process (problem recognition, information search), internal influences on consumer behavior (exposure, attention, motivation, attitudes, memory, knowledge, learning), external influences on consumer behavior (social influence, reference groups, cultural influences), consumer biases and heuristics, and consumer behavior in the age of artificial intelligence.

### Language(s) of Instruction

English

### Host Institution Course Number

BA-BHAAI1003U

### Host Institution Course Title

CONSUMER BEHAVIOR AND CUSTOMER ANALYSIS

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

CBS Summer University

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