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
UNDERGRADUATE CONSUMER BEHAVIOR AND CUSTOMER ANALYSIS

Host Institution Course Details
https://kursuskatalog.cbs.dk/2023-2024/BA-BHAAI1003U.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
CBS Summer University

Course Last Reviewed

2024-2025

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