

COURSE DETAIL

CONSUMER INSIGHTS

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

172

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER INSIGHTS

UCEAP Transcript Title

CONSUMER INSIGHTS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course (1) enhances students' theoretical understanding of consumers and their decision-making processes and (2) provides students with the basic skills necessary to conduct experiments that allow them to get insights into these processes in a marketing context. The course is structured into three components: (1) the course discusses theories from pertinent literature in behavioral economics, psychology, and marketing that provide an understanding of how consumers make judgments and decisions and the factors influencing them; (2) the course examines how to use experimental research to inform and improve marketing decisions; that is, how to pose relevant research questions, design experiments and interpret the results and (3) students apply the acquired theoretical knowledge and methodological skills hands-on to solve a real-world marketing problems.

Language(s) of Instruction

English

Host Institution Course Number

30602

Host Institution Course Title

CONSUMER INSIGHTS

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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