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 Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30602&anno=2024&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2023-2024

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