Course

Seminar in Consumer Behaviour

MARK8992 | 6 Units of Credit

Overview

This seminar focuses on psychological processes in consumer judgement, decision making, and behaviour. The perspective is that of the marketing researcher who seeks to predict, control, and explain diverse consumer behavioural phenomena. This seminar provides an overview of research in consumer behaviour and judgement and decision making.
**Faculty**
UNSW Business School

**School**
School of Marketing

**Study Level**
Research

**Offering Terms**
Term 3

**Campus**
Kensington

**Indicative contact hours**
4

**Timetable**
Visit timetable website for details
Fees

Commonwealth Supported Students  Not Applicable
Domestic Students  Not Applicable
International Students  $4380

DISCLAIMER

Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty. Fees for courses delivered through UNSW Global are published and charged by UNSW Global and thus appear as "Not Applicable" on this site.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)