

COLLEGE OF CHEMISTRY COURSE GUIDE (../INDEX.HTML)

MAJORS (../MAJOR.HTML)

LIST OF COURSES (COURSES.HTML)

RESOURCES (../RESOURCES/RESOURCE.HTML)

STUDENT LIFE (../STUDENTLIFE/ORGS.HTML)

UGBA 160 - CONSUMER BEHAVIOR (3 UNITS)

(Taken from the UC Berkeley Course Guide (<http://guide.berkeley.edu>))

COURSE OVERVIEW

SUMMARY

Consumer behavior is the study of how consumers process information, form attitudes and judgments, and make decisions. Its study is critical to understand how consumers think and behave, which is critical for a company wishing to develop a customer focus. Given how different people are, it is amazing how similarly their minds work. Consumer psychology is the systematic study of how consumers perceive information, how they encode it in memory, integrate it with other sources of information, retrieve it from memory, and utilize it to make decisions. It is one of the building blocks of the study of marketing and provides the student with a set of tools with diverse applications.

PREREQUISITES

UGBA 106 ([bus106.html](#))

WORKLOAD

TIME COMMITMENT

3 hours of lecture per week.

COLLEGE OF CHEMISTRY PEER SERVICES

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