

Vak: Consumer Psychology & Behavior

credits: 5

Vakcode	CIVB22CPB	Werkvormen	Werkcollege
Naam	Consumer Psychology & Behavior	Toetsen	Consumer Psychology & Behaviour - Overige toetsing
Studiejaar	2026-2027		
ECTS credits	5		
Taal	Engels		
Coördinator	B. Subasi		

Leeruitkomsten

.The Marketing Management programme is English taught. Please search for Marketing Management in the English ECTS Course Catalogue: <https://catalogue.hanze.nl/en/>.

Inhoud

.The Marketing Management programme is English taught. Please search for Marketing Management in the English ECTS Course Catalogue: <https://catalogue.hanze.nl/en/>.

Opgenomen in opleiding(en)

Marketing Management

School(s)

Ondernemen, Communicatie & Marketing