

Faculty Information

USREY, Bryan Gordon

■ Specialization:

Marketing and Management (MM)

■ Research Area:

Consumer Behavior, Marketing Strategies, Consumer Psychology, Branding, Advertising, Online Marketing and Social Media Marketing.

■ Keywords:

Consumer behavior, social media marketing, online marketing, consumer psychology, branding, advertising, international marketing.

■ Seminar Topic:

Consumer Behavior and Marketing

■ Seminar Teaching Method:

For Management Seminar 1, students are expected to work independently to develop their expertise in their chosen field. Mini-discussions and work-in-progress presentations will be used throughout. At the end of the semester, the students are expected to submit their research proposal, research plan & design and a draft of key literature.

In Management Seminar 2 and 3, students will again work independently to develop their selected research method and approach. However, the exact approach will change depending on the report type, and student progress.

■ Possible Research Topics for Students:

Masters' Thesis

■ Research Method:

Quantitative Research

■ Comments:

This seminar is for students who are interested in consumer behavior and marketing. It is expected that the students must fully prepare for the class and ready to make their points in class discussion/presentation.

■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001649>