COURSE DETAIL

CONSUMER BEHAVIOR
Country Spain
Host Institution Pompeu Fabra University
Program(s) International Business Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 133
UCEAP Course Suffix
UCEAP Official Title CONSUMER BEHAVIOR
UCEAP Transcript Title CONSUMER BEHAVIOR
UCEAP Quarter Units 4.00
UCEAP Semester Units 2.70

Course Description
This course offers a study of the psychology behind consumer behavior. These insights are used for strategy, brand positioning, and marketing communication decisions. Note: This course is offered by the UPF Faculty of Economics and Business. It is different from the courses offered at ESCI.

Language(s) of Instruction
English

Host Institution Course Number
21916

Host Institution Course Title
CONSUMER BEHAVIOR

Host Institution Course Details

Host Institution Campus
Pompeu Fabra University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Management & Administration; Economics; Business Sciences

Course Last Reviewed

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