

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 Campus

Pompeu Fabra University

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Business Management & Administration; Economics; Business Sciences

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