

# 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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