

COURSE DETAIL

CONSUMER AND ECONOMIC PSYCHOLOGY

Country

Spain

Host Institution

University of Barcelona

Program(s)

University of Barcelona

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Psychology

UCEAP Course Number

111

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER AND ECONOMIC PSYCHOLOGY

UCEAP Transcript Title

CONSUM/ECON PSYCH

UCEAP Quarter Units

2.50

UCEAP Semester Units

1.70

Course Description

This course is a psychological study of economics and consumer behavior. It explores the theories and models of consumer psychology to assess consumer buying. Topics include: the influence of culture, social class, and family; the power of shopping centers; corporate social responsibility; fair trade and ecological consumption; future consumption trends.

Language(s) of Instruction

Spanish

Host Institution Course Number

364121

Host Institution Course Title

PSICOLOGÍA ECONÓMICA Y DEL CONSUMIDOR

Host Institution Course Details**Host Institution Campus**

Facultad de Psicología, Campus Mundet

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

Departamento de Psicología Social

Course Last Reviewed

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