

# COURSE DETAIL

## ESCI: 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**

173

**UCEAP Course Suffix**

A

**UCEAP Official Title**

ESCI: CONSUMER BEHAVIOR

**UCEAP Transcript Title**

ESCI:CONSUMER BEHAV

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

**Course Description**

This course examines the psychological and sociological dimensions that influence consumer behavior. It covers the various theories related to consumer behavior and looks at ways these theories are useful for strategy, brand positioning, and marketing communication decisions. Note: This course is designed for the degree program at ESCI. It has a different unit value from the course offered through ESCI-UPF International Business Study Abroad Program.

**Language(s) of Instruction**

English

**Host Institution Course Number**

40204 / 51253

**Host Institution Course Title**

ESCI: CONSUMER BEHAVIOR

**Host Institution Campus**

Pompeu Fabra University

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

ESCI International Business (Escola Superior de Comerç Internacional)

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