COURSE DETAIL

CONSUMER BEHAVIOR
Country Spain
Host Institution Carlos III University of Madrid
Program(s) Carlos III University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 131
UCEAP Course Suffix
UCEAP Official Title CONSUMER BEHAVIOR
UCEAP Transcript Title CONSUMER BEHAVIOR
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course presents an analysis of the motivation and behavior of producers and consumers under alternative market structures. Emphasis is placed on price determination, resource allocation, and application of theory to contemporary issues. Topics include the role of the consumer in the modern economy; economic analysis of home buying and home finance; credit; life, health, and property insurance; investments and retirement planning; and the relationship of the macroeconomy to all of these consumer decisions. Finally, the course reviews the ways in which knowledge of consumer behavior influences marketing and other commercial strategies.

Language(s) of Instruction

Host Institution Course Number
13177

Host Institution Course Title
COMPORTAMIENTO DEL CONSUMIDOR

Host Institution Course Details
http://www3.uc3m.es/reina/Fichas/Idioma_1/229.13177.html

Host Institution Campus
Colmenarejo, Getafe

Host Institution Faculty
Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree

Host Institution Department
Economía de la Empresa

Course Last Reviewed
2022-2023

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