

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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