

COURSE DETAIL

CONSUMER BEHAVIOR

Country

Spain

Host Institution

Complutense University of Madrid

Program(s)

Complutense University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

125

UCEAP Course Suffix

E

UCEAP Official Title

CONSUMER BEHAVIOR

UCEAP Transcript Title

CONSUMER BEHAVIOR

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course discusses consumer behavior and the variables affecting the decision-making process of purchases. It reviews the characteristics of consumer behavior, including internal variables such as motivations of buying behavior and the perception of marketing stimuli, as well as external socio-cultural, demographic variables.

Language(s) of Instruction

English

Host Institution Course Number

802293

Host Institution Course Title

CONSUMER BEHAVIOR

Host Institution Campus

Somosaguas

Host Institution Faculty

Facultad de Ciencias Económicas y Empresariales

Host Institution Degree

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

Host Institution Department

ORGANIZACIÓN DE EMPRESAS Y MARKETING

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