COURSE DETAIL

UCEAP Semester Units

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** Е **UCEAP Official Title CONSUMER BEHAVIOR UCEAP Transcript Title CONSUMER BEHAVIOR UCEAP Quarter Units** 5.00

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

COMPORTAMIENTO DEL CONSUMIDOR

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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