

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

B

UCEAP Official Title

ESCI: CONSUMER BEHAVIOR

UCEAP Transcript Title

ESCI:CONSUMER BEHAV

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This courses 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 ESCI-UPF International Business Study Abroad Program. It has a different unit value from the course offered in the ESCI degree program.

Language(s) of Instruction

English

Host Institution Course Number

51751 / 51752

Host Institution Course Title

CONSUMER BEHAVIOR

Host Institution Course Details

Host Institution Campus

Pompeu Fabra University

Host Institution Faculty

Host Institution Degree

Host Institution Department

ESCI International Business (Escola Superior de Comerç Internacional)

Course Last Reviewed

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