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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