COURSE DETAIL

GLOBAL 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 143
UCEAP Course Suffix
UCEAP Official Title GLOBAL CONSUMER BEHAVIOR
UCEAP Transcript Title GLOBAL CONSUM BEHVR
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course explores consumer behavior as a tool for business management and strategic and operational marketing. Topics include: the nature of consumer behavior; external influences on the consumer; analysis of the internal structures of the consumer; models of consumer behavior; legislative and institutional framework for the defense of consumer rights in Spain; application of consumer behavior to marketing strategies.

Language(s) of Instruction
English

Host Institution Course Number
19503

Host Institution Course Title
COMPORTAMIENTO GLOBAL DEL CONSUMIDOR

Host Institution Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=84&anio=2022&plan=285&asig=195...

Host Institution Campus
Getafe

Host Institution Faculty
Escuela Internacional Carlos III

Host Institution Degree
Programas Escuela Internacional UC3M

Host Institution Department
Cursos de estudios hispánicos

Course Last Reviewed
2022-2023

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