

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 Campus

Getafe

Host Institution Faculty

Escuela Internacional Carlos III

Host Institution Degree

Programas Escuela Internacional UC3M

Host Institution Department

Cursos de estudios hispánicos

[Print](#)