

# COURSE DETAIL

## CONSUMER BEHAVIOR

**Country**

Spain

**Host Institution**

University of Barcelona

**Program(s)**

University of Barcelona

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

130

**UCEAP Course Suffix****UCEAP Official Title**

CONSUMER BEHAVIOR

**UCEAP Transcript Title**

CONSUMER BEHAVIOR

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course offers a study of the foundations and applications of the interdisciplinary field of consumer behavior. It explores the internal, cognitive, and emotional motivations that drive individual consumers. It also discusses how external and exogenous influences affect buyers, taking into consideration socioeconomic, generational, gender, and cultural idiosyncrasies.

## Language(s) of Instruction

English

## Host Institution Course Number

290381

## Host Institution Course Title

CONSUMER BEHAVIOR

## Host Institution Course Details

[https://www.eh.ub.edu/repositori/programas/giga/290381\\_es.pdf](https://www.eh.ub.edu/repositori/programas/giga/290381_es.pdf)

## Host Institution Campus

Campus Plaça Universitat

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Estudios Hispánicos

## Course Last Reviewed

2022-2023

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