COURSE DETAIL

CONSUMER BEHAVIOR
Country Mexico
Host Institution National Autonomous University of Mexico
Program(s) National Autonomous University of Mexico
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Sociology Communication Business Administration
UCEAP Course Number 126
UCEAP Course Suffix
UCEAP Official Title CONSUMER BEHAVIOR
UCEAP Transcript Title CONSUMER BEHAVIOR
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course offers a study of consumer decision-making processes. Topics include: consumer behavior; external factors to consumer behavior; internal factors to consumer behavior; types of purchase and decision-making processes; consumer society.

Language(s) of Instruction
Spanish

Host Institution Course Number
2009

Host Institution Course Title
COMPORTAMIENTO DEL CONSUMIDOR

Host Institution Course Details

Host Institution Campus
CIUDAD UNIVERSITARIA

Host Institution Faculty
FACULTAD DE CIENCIAS POLITICAS Y SOCIALES

Host Institution Degree

Host Institution Department
COMUNICACION

Course Last Reviewed
2022-2023

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