

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

CONSUMER BEHAVIOR

Host Institution Campus

CIUDAD UNIVERSITARIA

Host Institution Faculty

FACULTAD DE CIENCIAS POLITICAS Y SOCIALES

Host Institution Degree

Host Institution Department

COMUNICACION

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