COURSE DETAIL

CONSUMER BEHAVIOR
Country Spain
Host Institution University of Barcelona
Program(s) UB Barcelona Summer
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
290579

Host Institution Course Title
CONSUMER BEHAVIOR

Host Institution Course Details
https://www.eh.ub.edu/repositori/programas/giga/290579_es.pdf?_gl=1*sc56r2*_up*...

Host Institution Campus
Campus Plaça Universitat

Host Institution Faculty
Facultad de Filología y Comunicación

Host Institution Degree

Host Institution Department
Estudios Hispánicos

Course Last Reviewed
2024-2025

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