

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 Campus

Campus Plaça Universitat

Host Institution Faculty

Facultad de Filología y Comunicación

Host Institution Degree

Host Institution Department

Estudios Hispánicos

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