

COURSE DETAIL

CONSUMER BEHAVIOR

Country

Spain

Host Institution

Expanish Barcelona

Program(s)

Business in Barcelona,Business and Economics in Barcelona

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

120

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER BEHAVIOR

UCEAP Transcript Title

CONSUMER BEHAVIOR

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course offers a study of the diverse factors influencing consumer choices, preferences, and behaviors. It explores the psychological, social, cultural, and economic factors that shape consumer decisions. This course includes case studies that focus on the unique context of Spain.

Language(s) of Instruction

English

Host Institution Course Number

Host Institution Course Title

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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