

COURSE DETAIL

CONSUMER BEHAVIOR

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

Pompeu Fabra University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

107

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

The course examines how consumer insights inform marketing strategies and business decisions. Students explore consumer decision-making, branding, persuasion, loyalty, and digital marketing strategies used to influence consumer behavior and strengthen brand performance.

Language(s) of Instruction

English

Host Institution Course Number

52127 (80137)

Host Institution Course Title

CONSUMER BEHAVIOUR

Host Institution Course Details

<https://uceap.sharepoint.com/:b:/s/DocumentLibrary/IQAnr2OXvMx2TITAZfck24tqAVk3...>

Host Institution Campus

Born Campus

Host Institution Faculty

ESCI School of International Business (Escola Superior de Comerç Internacional)

Host Institution Degree

Host Institution Department

International Business Program (IBP) at ESCI

Course Last Reviewed

2026-2027

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