International Consumer Behavior

Course Description

In a global economy characterized by greater competition, companies operating internationally need comprehensive market-driven strategies to survive in the marketplace. This course provides students with the relevant concepts for understanding the international environment of the company and focuses on the demand side and the consumer. Students learn how differences in culture, economic systems, and political environments impact consumers’ behavior in terms of decision-making in the fields of acquisition, consumption, and disposal of products, services, experiences, and ideas.

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