

Mktg 766: Advanced Studies in Consumer Behavior

An analysis of the various contributors in the area of consumer research with an emphasis on current and classic consumer behavior literature. 3 Credits

Instruction Type(s)

• Lecture: Lecture for Mktg 766

Subject Areas

• Marketing/Marketing Management, General

Related Areas

- International Marketing
- <u>Marketing Research</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

