

## 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>

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