IMC 502: Consumer Behavior/target behavior
School of Journalism and New Media
Consumer behavior is an attempt to use the insights and techniques of the social sciences to understand and predict how people will respond to messages, products, distribution channels.
3 Credits
Prerequisites
• Must have completed undergraduate IMC core or have permission of instructor.
• Course may be repeated only once.
Instruction Type(s)
• Lecture: Lecture for IMC 502
• Lecture: Compressed Video for IMC 502
• Lecture: Online Program for IMC 502
Subject Areas
• Journalism
Related Areas
• Broadcast Journalism
• Journalism, Other
• Photojournalism