IMC 502: Consumer Behavior/target behavior

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