IMC 502: Consumer Behavior/target behavior

Meek School of Journalism & 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