

## **IMC 502: Consumer Behavior/target behavior**

### **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, and 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

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

