

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
- Lecture: Compressed Video for IMC 502

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

