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
- Photojournalism

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