Mktg 367: Consumer Behavior

MARKETING

This course involves the study of consumer behavior: the decision making process as well as the internal and external factors that influence it. The course emphasizes understanding the relevance of CB to marketers and its application in developing effective marketing.

3 Credits

Prerequisites

- Mktg 351: Marketing Principles (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 367
- Lecture: Compressed Video for Mktg 367

Subject Areas

- Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

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