

# Mktg 766: Advanced Studies in Consumer Behavior

## MARKETING

An analysis of the various contributors in the area of consumer research with an emphasis on current and classic consumer behavior literature.

3 Credits

### Instruction Type(s)

- Lecture: Lecture for Mktg 766

### Subject Areas

- [Marketing/Marketing Management, General](#)

### Related Areas

- [International Marketing](#)
- [Marketing Research](#)

