

## IMC 502: Consumer Behavior/target behavior

### MEEK 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](#)

