

IMC 502: Consumer Behavior/target behavior

[School of Journalism and 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
- Lecture: Online Program for IMC 502
- Lecture: Web-based Lecture for IMC 502

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

