

## **IMC 541: 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**

- [IMC 501: Principles of Integrated Marketing Comm](#)
- [IMC 531: Consumer Research and Insights](#)
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 541
- Lecture: Compressed Video for IMC 541
- Lecture: Online Program for IMC 541
- Lecture: Web-based Lecture for IMC 502

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

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

