

# 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](#)

