

# 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](#)

