

Mktg 367: Consumer Behavior Marketing, Analytics & Prof Sales

This course involves the study of consumer behavior: the decision-making process as well as the internal and external factors that influence it. The course emphasizes understanding the relevance of CB to marketers and its application in developing effective marketing.

3 Credits

Prerequisites

• Pre-requisite: Minimum grade of C in Mktg 351 or GB 350.

Instruction Type(s)

- Lecture: Lecture for Mktg 367
- Lecture: Compressed Video for Mktg 367
- Lecture: Web-based Lecture for Mktg 367

Subject Areas

<u>Marketing/Marketing Management, General</u>

Related Areas

- International Marketing
- <u>Marketing Research</u>

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