

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

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

