

MKT 310 : Consumer Behavior

It covers major influences on the buying process, including affect, cognition, situational and cultural factors. Specific topics include attitudes, learning, intentions, product knowledge, involvement, attention, comprehension, social class, consumer decision-making, and behavioral change strategies among others. Key consumer behavior concepts and processes are emphasized using case studies, client presentations, and projects.

Credits 3

Core Requirement

MCC

Prerequisite Courses

MKT 201