

BAD 344 : CONSUMER BEHAVIOR

The emphasis in this course will be on understanding the psychological, social, and socioeconomic factors affecting consumer purchase, use and disposition of products and services. Topics covered include consumer motivation, learning, psychographics, decision making processes and the influence of culture and groups.

3.000

BAD 340 Marketing Principles is recommended but not required .

[Business Administration](#)

Major, Minor, Elective credit.