

MBA 582 : Consumer Behavior

The potential marketing manager must have a thorough understanding of the issues that underlie the purchase decision. This course will develop an understanding of issues such as life style, social class, environmental issues, etc. that critically affect the marketing program. Course will do three things: 1. Provide a comprehensive description of the factors that underlie the process; 2. Demonstrate how the knowledge of these factors can be used by professional marketers; 3. Develop scenarios where the student can apply these concepts.

Advising Note

Take MBA-576;