

Consumer Behavior

MKT 2253

DEGREE PROGRAM COURSE DESCRIPTIONS

After studying the motivational factors that influence the consumer, the student will analyze selected marketing practices. The analytical process will focus on specific techniques to collect market-related data, assess past consumer behavior, identify marketing strategies, and design and evaluate potential marketing activities.

PREREQUISITES?

ENGL 0203, adequate placement score, or by meeting determined placement measures.

CREDIT HOURS

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