MKT4340 - Consumer Behavior

**MKT 4340** Consumer Behavior (3 semester credit hours) This course covers the theories and research findings to understand how and why consumers make purchase decisions. Topics include information search and information processing models, perception, evaluation of alternatives, consideration set formation and psychological aspects of household decision making. Students apply these concepts to practical design and marketing of new products. Prerequisites: **MKT 3300** and (**MATH 1325** or **MATH 2413** or **MATH 2417**). (3-0) Y