MKT 6310 - Consumer Behavior

MKT 6310 Consumer Behavior (3 semester credit hours) An exposition of the theoretical perspectives of consumer behavior along with practical marketing implications. Detailed study of psychological, sociological and behavioral findings and frameworks with reference to consumer decision-making. Topics will also include the stages of the consumer decision-making model, individual determinants of consumer behavior, environmental influences on consumer behavior and multi-attribute attitude models along with their impact on various aspects of marketing. Prerequisite: MKT 6301. (3-0) Y