MKT6310 - Consumer Behavior Science and Practice

MKT 6310 Consumer Behavior Science and Practice (3 semester credit hours) The course consists of an analytical exposition of the systematic perspectives of consumer behavior along with their practical marketing implications. This course will undertake a detailed study of the psychological, sociological, and behavioral findings, experiments, and scientific frameworks leading to insights into consumer decision-making. Topics will also include the analysis of the stages of the consumer decision-making model, individual and environmental determinants of consumer behavior, and the calibration of multi-attribute attitude models with their strategic and tactical impact on various aspects of marketing decision making. Prerequisite: MKT 6301. (3-0) Y