

**Nebraska Wesleyan University**

Catalog 2011-2012

## **BUS 267 Consumer Behavior**

3 hours

**Majors (Adult)**

Bachelor of Science in Organizational Communication

**Departments/Programs:**

Business (Adult Undergraduate)

Application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis for decision making by marketing managers. Designed to provide additional insight into sociological, psychological, and environmental factors affecting the consumer decision process and their importance to marketing strategies.

*Prerequisite(s): BUS-107.*