

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.