Nebraska Wesleyan University

BUS 267 Consumer Behavior

Catalog

2012-2013

Course Description

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.

Course Hours

3 hours

Departments

1. Business (Adult Undergraduate)