Nebraska Wesleyan University

BUSAD 227 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): Grade of "C-" or better in BUSAD 115 Principles of Marketing.

(Normally offered each spring semester.)

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)