

Nebraska Wesleyan University

Catalog 2016-2017

BUSAD 3500 Consumer Behavior

3 hours

Majors, Minors & Degrees:

Majors (Adult)

Organizational Leadership and Communication (B.S.)

Minors

Marketing

Minors (Adult)

Marketing

Public Relations

Departments/Programs:

Business (Adult Undergraduate)

Business, Accounting and Economics (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): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

(Normally offered each spring semester.)