Nebraska Wesleyan University

BUSAD 3500 Consumer Behavior

Catalog

2023-2024

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 2000 Principles of Marketing and a 1000- or 2000-level speaking-instructive course.
(Normally offered each spring semester.)

Archway Curriculum: Essential Connections: Speaking Instructive

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)