

Course Description – Curriculum 2013

Subject: MK311 Consumer Behavior

Credits: 3

Prerequisite: MK201

Description: A study of concepts and theories of behavioral analysis in order to understand consumers and their behavior. Topics include both traditional thinking, which emphasizes psychological and behavioral theory for the decision-making process of purchasing, and contemporary alternative theories, which emphasize understanding consumers from social and cultural dimensions. This course covers the understanding of both individual and organizational behaviors that influence the purchasing decision.