CONSUMER BEHAVIOR (M370)

CATALOG DESCRIPTION

Consumer buying patterns, motivation and search behavior. The consumer decision-making process. Inter-disciplinary concepts from economics, sociology, psychology, cultural anthropology and mass communications. Case analyses and research projects.

Prerequisites: MKTG 351

COURSE OBJECTIVES AND KEY OUTCOMES

Consumer behavior examines why people buy the things they do. Students learn psychological, sociological and economic theories in order to describe and explain consumer behavior. Additionally, students are exposed to bleeding edge topics in consumer behavior, including green consumption and social media.

Key outcomes include:

- Develop an understanding of the consumer decision-making process and its stages.
- Be able to recognize and analyze the external sources of influence on the consumer decision-making process, including cultural, social, personal, and psychological factors.
- Analyze consumer perception (cognition), preference (affect) and choice (behavior).
- Determine the impact of trends on the consumer and marketing.

Segment the market through demographics and psychographics.

HELPFUL ONLINE RESOURCES

Nielsen (Prizm)
www.claritas.com

Society for Consumer Psychology
http://www.myscp.org/

CONTACT

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