## MKTG 310: Consumer Behavior

Explore various concepts, theories, and analytical frameworks to explain and analyze consumer purchase decisions and draw practical implications for marketing strategies. Focus on the individual and environmental factors that influence consumer behavior and decision-making of individuals and organizations.

## Credits: 3 Prerequisites/Permissions:

MKTG 301 (c) , B-School Major/Minor **Program:** 

## Marketing

**COURSE DESCRIPTIONS**